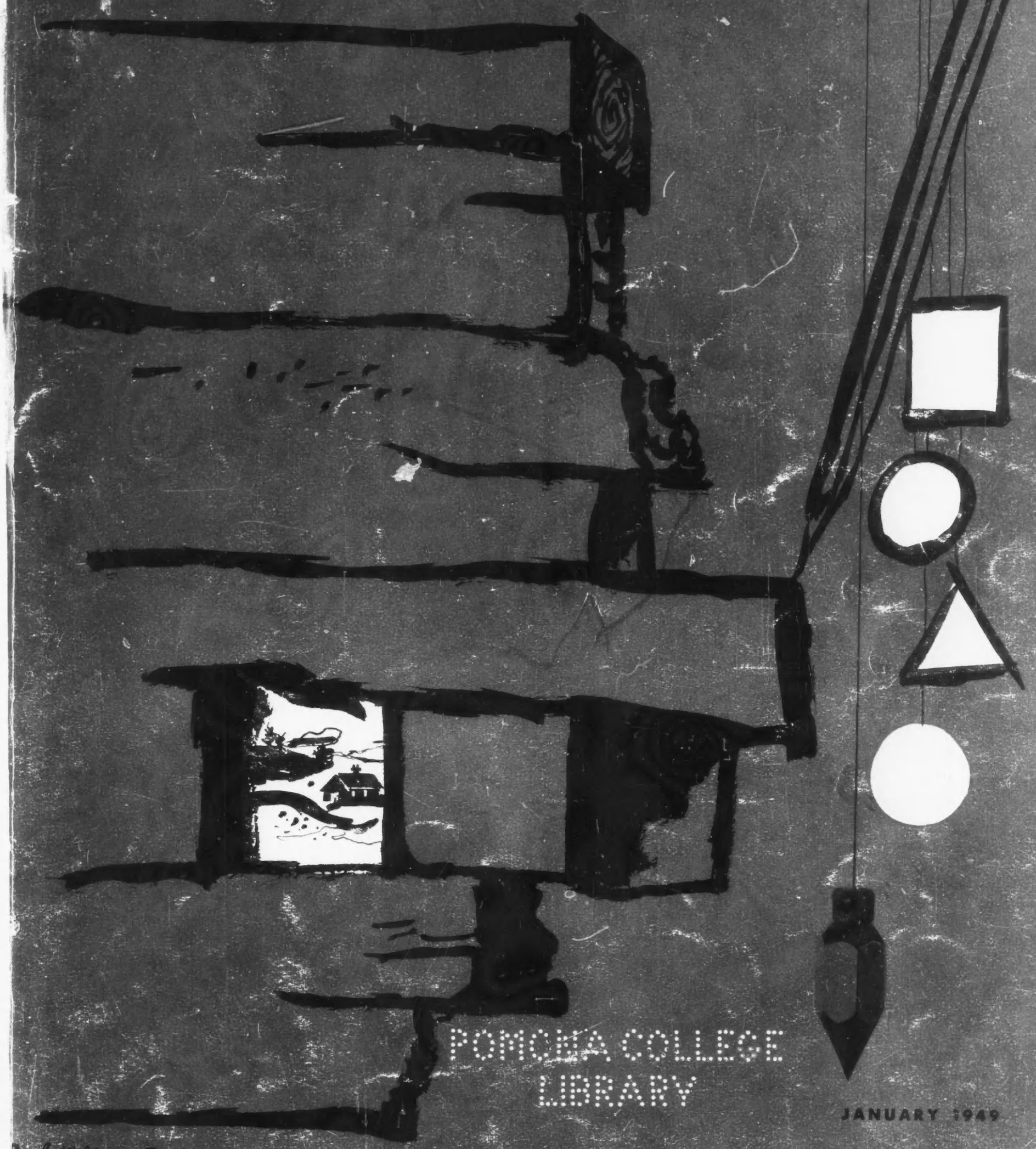
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# Chicago Tribune's Third Annual

# BETTER ROOMS COMPETITION

## $25,000.00 in 145 Cash Prizes

*ranging from $100.00 to $1000.00 each*
*for the best ideas for furnishing and decorating typical rooms of homes*

**ALL ENTRIES MUST BE RECEIVED BY 5 P. M. OF APRIL 4, 1949**

DO YOU have ideas for furnishing and decorating a living room or a dining room, or a bedroom, or a living-dining room, or a kitchen-dining room, or an "extra" room, or a one-room home?

In order to present to readers again this year the fullest range of suggestions for furnishing and decorating various rooms of homes, the Chicago Tribune is conducting its Third Annual Better Rooms Competition, offering $25,000.00 in 145 cash awards for the best entries presenting ideas on this subject.

Just as the Chicago Tribune's similar competitions in 1947 and 1948 brought forth a wealth of original ideas which set the pace in this field of popular interest, so the 1949 project has been designed to set new high standards of excellence in home interior fashions.

This year's competition presents for solution seven different furnishing and decorating problems based on the needs of specific family groups and circumstances, giving the entrant stimulating challenges to his ability and ingenuity.

Here is your opportunity to plan one or more interiors just the way you would have them. And here is your chance to win substantial monetary award and national recognition for your efforts.

After the prize-winners have been chosen, the Tribune plans to give them widest publicity. Week after week, the newspaper intends to reproduce the winning ideas, or adaptations of them, in full color in the Sunday Tribune with its more than 1,625,000 circulation.

Everyone is eligible to compete, except employes of the Chicago Tribune and its subsidiaries, members of their families, and of the Jury of Awards, which will be composed of persons competent and skilled in this field.

For complete information about how to submit an entry, write today for your free copy of the rules which will be sent postpaid. As is made plain by the anonymity provision in the rules, all entries will enjoy equally fair consideration in the judging.

Fill in the coupon below, paste it on a postcard and mail today. All entries must be received not later than 5 p.m. of Monday, April 4, 1949.

**MAIL THIS RULES REQUEST FORM TODAY**

"BETTER ROOMS" COMPETITION
Chicago Tribune,
Tribune Tower, 435 N. Michigan Ave.
Chicago 11, Illinois

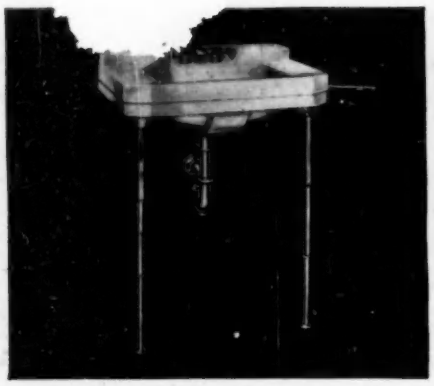
*Without cost or obligation to me, please send by postpaid mail complete details and rules of the $25,000.00 Chicago Tribune Third Annual Better Rooms Competition to me at the address below.*

My Name.....

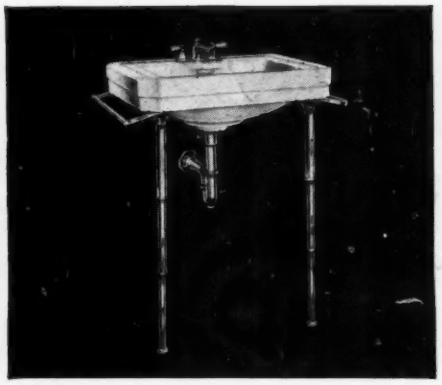
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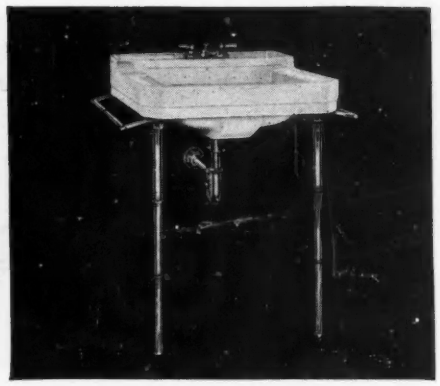
ENTERED AS SECOND-CLASS MATTER JANUARY 6, 1930, AT THE POST OFFICE AT LOS ANGELES, CALIF. UNDER THE ACT OF MARCH 3, 1879.



**Way 1—The Cosmette (940).** Integral shelf, square basin, front overflow, anti-splash rim and slanted control panel. Also wall hung.



**Way 2—The Aqua-Chrome (430-C).** Another popular square-basin Case fixture. Back overflow, anti-splash rim. Soap depression.



**Way 3—The Winston (805).** In sizes adaptable for a wide variety of floor plans. One of the most popular Case fixtures.

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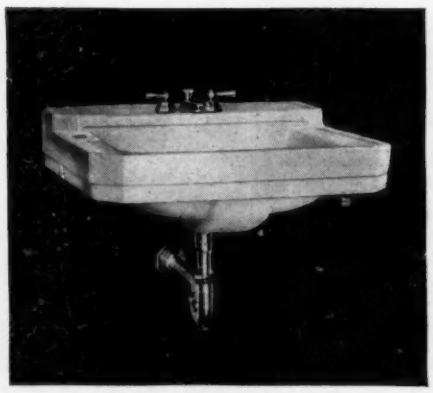
Your clients may not have a laurel wreath handy, but when you specify one or more of these Case quality lavatories they tell their friends and proudly display the result. This "free advertising" is an extra, over and above the satisfaction of providing the best in plumbing fixtures.

Case vitreous china lavatories are easy to install, which means a saving everybody likes these days. Their pleasing design, mechanical excellence and durable beauty are available in models for every need. Use the facilities of your Case distributor, listed in Classified Telephone Directories.

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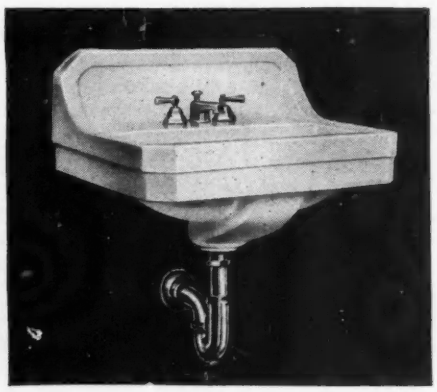
*Vitreous China Plumbing Fixtures*



**Way 4—The Winstead (840).** Measures 22″ x 18″ overall, yet has spacious square basin and useful shelf for toilet accessories.



**Way 5—The Westbrook (520-C).** Widely favored where a pedestal style is desired. Exposed fittings chrome plated, as on all Case lavatories.



**Way 6—The Avon (912).** A Case quality lavatory at low cost. Front overflow, anti-splash rim, chrome plated supply and pop-up waste fitting.

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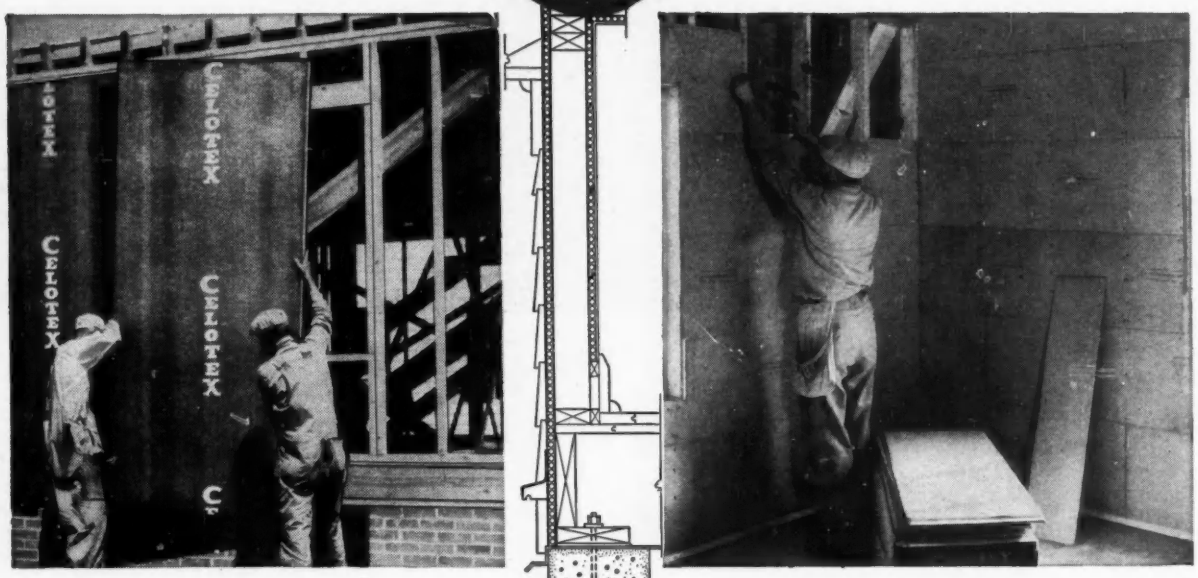
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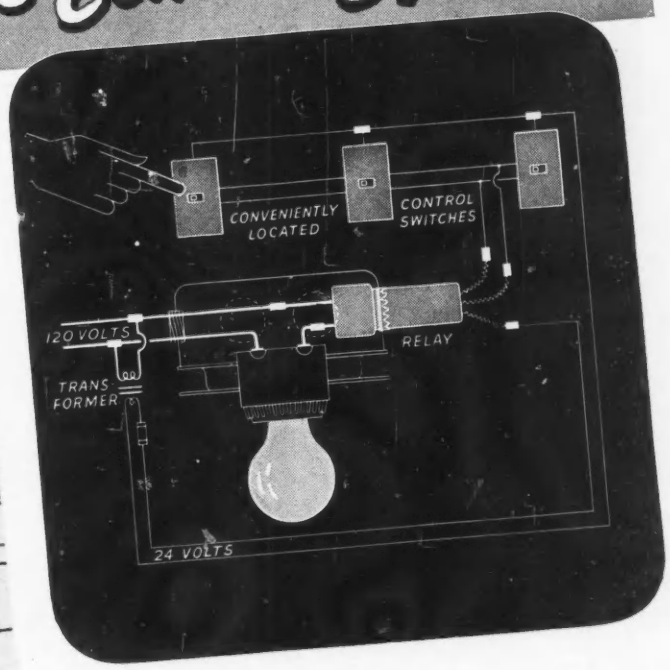
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• The above sketch shows how remote control relays are installed in knockouts of outlet boxes. The relays are controlled from any number of conveniently located switches operating on a 24 volt system. Only the load circuit wiring is at 120 volts.

One relay can be operated by several control switches, or several relays can be operated from one or more locations, using master switches.

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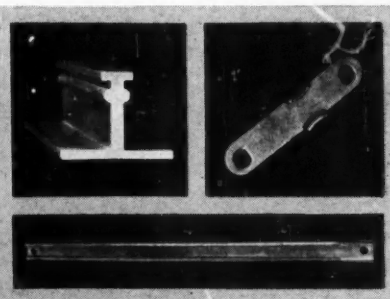
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The optional choice of butterfly type for use with venetian blinds or standard cam locking handles gives you an unusual freedom of choice.



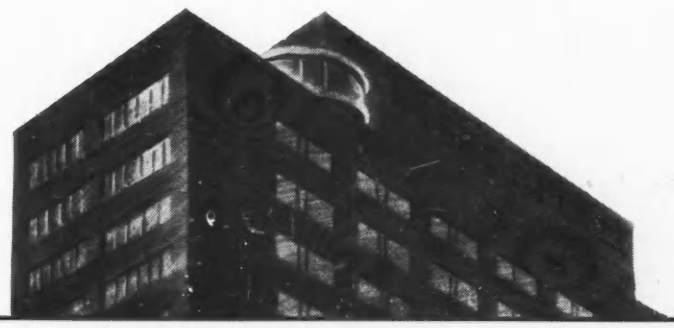
The Ware Mullion with self-aligning shaft fit, bulb weathering and 3/16 inch web is exclusive with Ware.

The Ware Channel and Strike are of Stainless Steel, assuring long wear and freedom from rust and corrosion.

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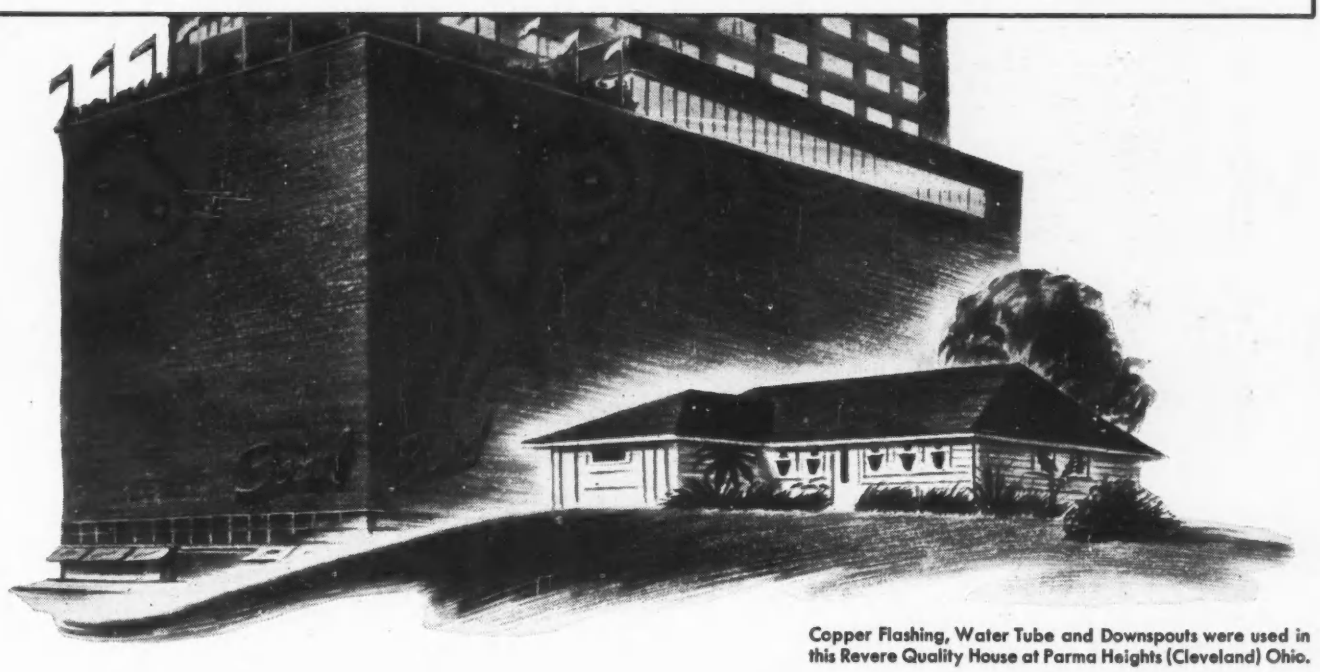
The sturdy Ware butt hinge with stainless steel bushing pins and washers or the convenient Ware extension hinge with stainless steel pins and washers are optional.





Terrace Plaza Hotel, Cincinnati, Ohio, in which some 135,000 pounds of Revere Copper Water Tube were installed.

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**The products above and other Revere products of copper, brass and bronze are available from leading distributors throughout the United States. A Revere Technical Advisor will always be glad to consult with you, without obligation.**

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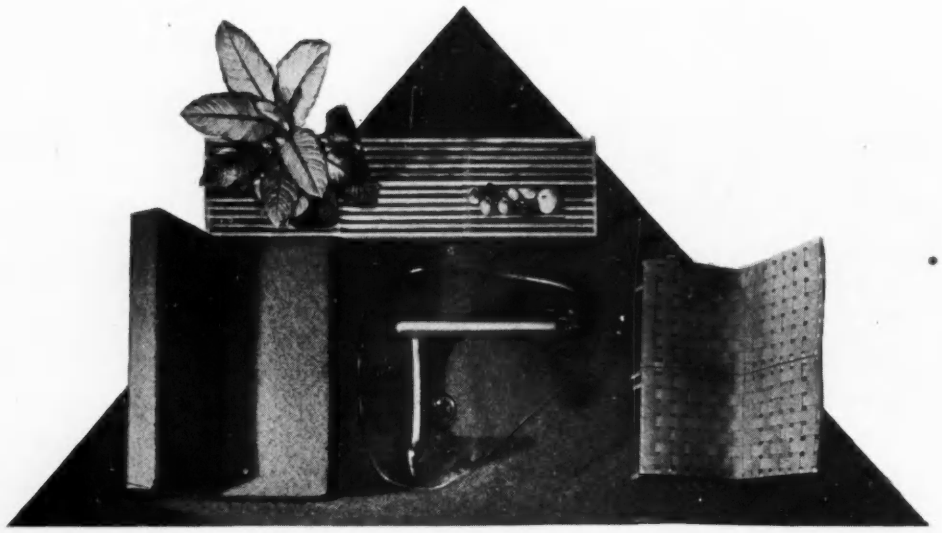
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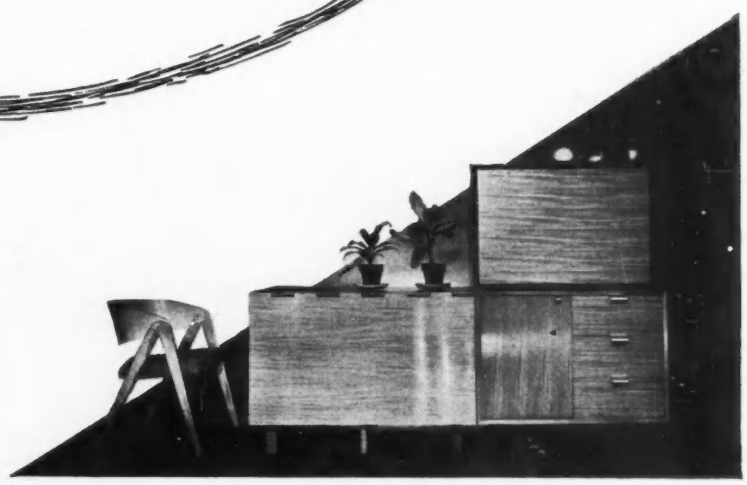
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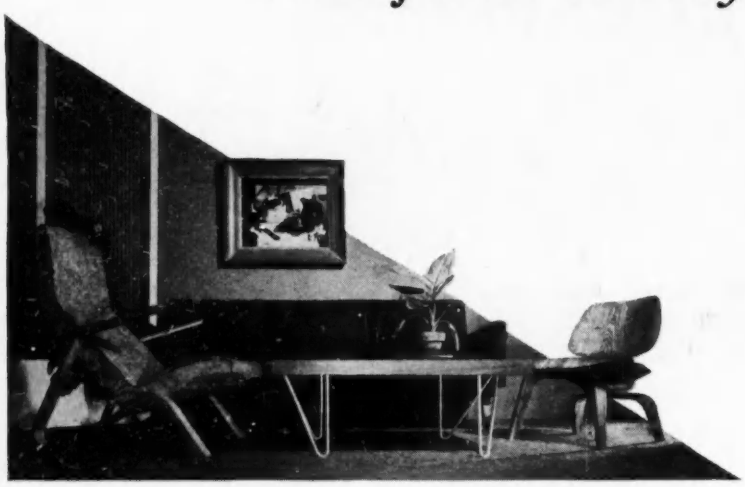
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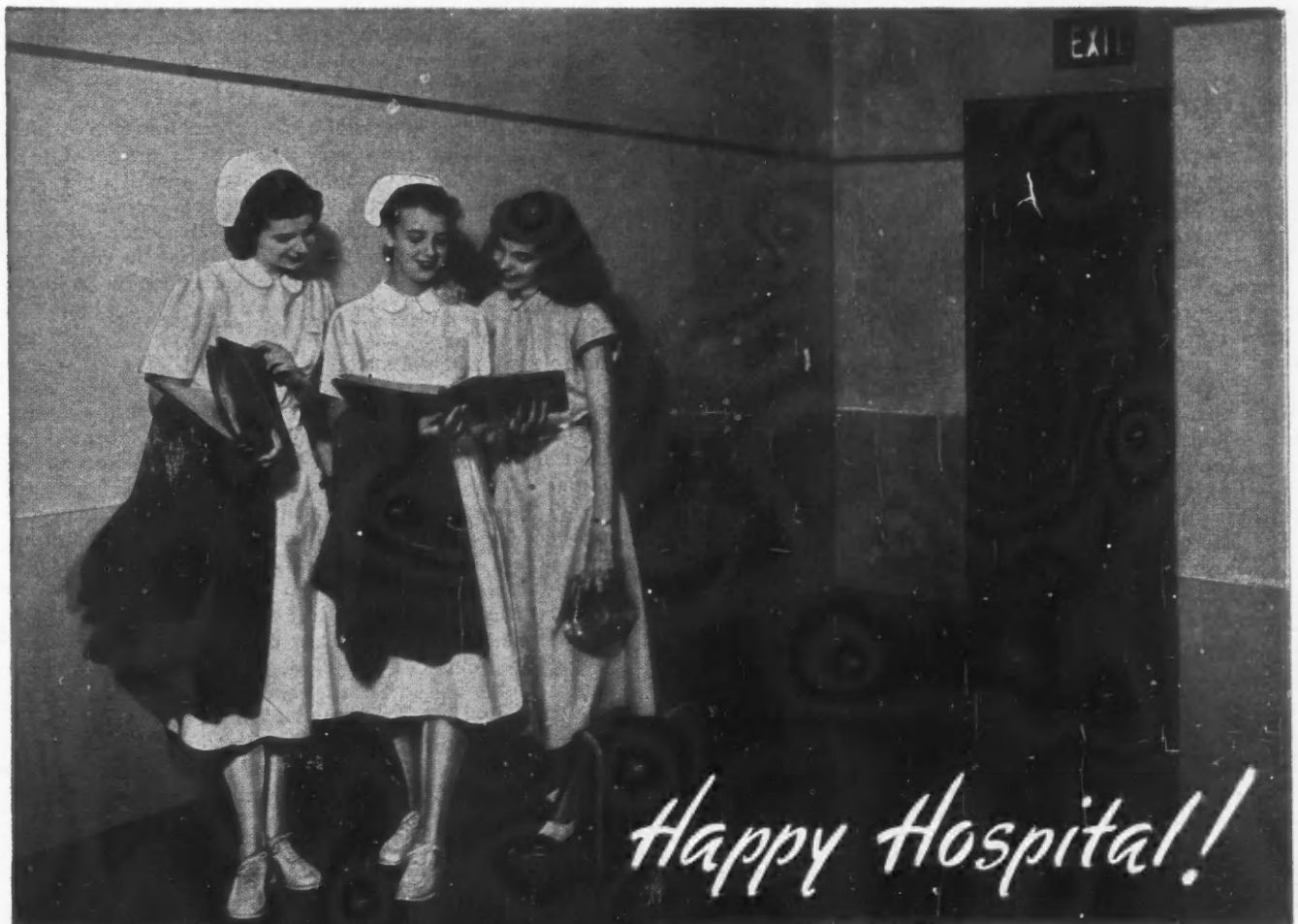
**top group** van keppel-green divan
nelson slatted bench, noguchi table
h. g. knoll chairs

**right group** allan gould chair
nelson drop leaf table, miller cabinets

**left group** h. g. knoll chair
jaegor divan, martiné table
eames chair

Frank Bros.

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Why are so many older hospitals grim, colorless places? Tradition, or inertia, or whatever it was that caused this unhappy situation is fast being overcome by architectural designers who recognize the actual therapeutic value of color and beauty to the sick . . . and to those who serve the sick.

Today, architects the world over are using Formica* to prove that a cheerful material can be more sanitary and less costly to maintain than the drab, uninteresting interiors of the past.

For instance, here in the Good Samaritan in Cincinnati, Formica is on walls and window stools in training wards, corridors and nurses' dormitory rooms. Formica's smooth, tough, long-wearing surface actually repels dirt . . . what dirt might adhere to its non-porous surface wipes clean with the swish of a damp cloth.

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See 1949 Sweet's Architectural File (section 13i, catalog 4) for more Formica information . . . and for availability of actual Formica color and pattern samples of your own selection. Copyright 1949, The Formica Co., 4635 Spring Grove Ave., Cincinnati 32, Ohio.

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# ART

## "SOUTHERN CALIFORNIA 1948"

This is 1949. It is, among other important things, the second year in the triad of California Centennial celebrations. To cast a glance backward from here should turn no one into a pillar of salt. Despite obvious shortcomings and regrettable mishaps, interesting and worthwhile developments have taken place within the 100 years of statehood, that is, since 1850. In Southern California, which is the particular interest at the moment, great has been the transformation, and great the activity, if great the confusion, in many lines of endeavor within the past few decades. It is often difficult to uncover what have been the most vital, the most valuable contributions, what the most significant. In the matter of creative expression, with reference to art and artifacts, this is so because of a realm, contrary to its true historical position and intrinsic importance, become incidental; it is obscured by the vast surface, transitory and attention-getting exercises and happenings of everyday. There is likewise the point that many of the best artists and artisans, by nature or by the nature of their work, among other reasons, experiment, develop and mature behind closed doors, so to speak.

"Southern California 1948" is a retrospective, invitational exhibition arranged at the Modern Institute of Art in Beverly Hills. It is an initial attempt, the plan being to present annually a view of each foregoing year, to display a selection of work accomplished during 1948 in the several fields of creative expression. The exhibition is a representative statement within the limitations of space available and of acquaintanceship with men and material. It is likewise, moreover, in the nature of an appeal for information that will permit a wider and more intimate knowledge, with reference to the future, with what is most representative and finest in the region. The purpose and idea of th exhibition is to encourage not only an evaluation of accomplishments during the past year but also to stimulate a universal attitude in considering and viewing art.

Because of the impossibility of presenting the exhibition in toto, which would be the ideal, it has been divided into two sections. Painting, sculpture, graphic art, commercial art and photography comprise the first section, shown from January 21 through February 20. During March, the second section will be on display, made up of crafts and of design related to architecture, industry, the theater, the cinema, furniture, fashion and show-window display.

## NOTES FROM SAN FRANCISCO — CLAIRE FALKENSTEIN

The Third Annual Exhibition of Painting at the California Palace of the Legion of Honor is a strong show. Because this exhibition contains a cross-section of painting being executed in the United States today, it is especially interesting. Of course, as is generally the case with such shows, there are important paintings omitted while at the same time certain below-standard paintings have crept in. Nevertheless, San Francisco is visibly shaken by this Annual, as it has been by the previous Painting Annuals held the last four years at the California Palace of the Legion of Honor. These Painting Annuals grew out of the exhibition entitled: Contemporary American Painting, which was assembled at the "request of the United States Department of State." It was to honor the Delegates of the United Nations Conference when the Conference was held at San Francisco in 1945. The exhibtion was composed of both invited and juried paintings. Established artists from various parts of the United States were invited and local artists submitted works to a jury. The process by which the local



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WALL PAPER
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BORDERS
FABRICS

November 26, 1948

Arts & Architecture
3305 Wilshire Boulevard
Los Angeles 5, California

Gentlemen:

Naturally I am very pleased that one of my frescoes has been merit specified for use in Case Study House 1949. If you will let me know when you are ready and what your choice is, I will send the paper on to you. Incidentally, if you should wish any special coloring of this design, we will make a special printing for you.

Yours very truly,

Inez Croom

President
INEZ CROOM, INC.

merit specified

TIMBERTONE
DECORATIVE COMPANY, INC.
324 LAFAYETTE STREET, NEW YORK 12, N. Y.

October 27, 1948

Arts & Architecture
3305 Wilshire Boulevard
Los Angeles 5, California

Gentlemen:

It was a pleasure to learn in our telephone conversation yesterday that Timbertone Veneer Papers have been specified for use in your Case Study House 1949. Needless to say this recognition of their adaptability to contemporary design is gratifying. You can depend on our hearty cooperation as CSHouse 1949 takes shape during the year.

Yours very truly
Timbertone Decorative Co., Inc.

HR:am

by H. Ramsey
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December 2, 1948.

Arts & Architecture,
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Los Angeles, 5, California.

Gentlemen:

We were delighted to learn that a merit specification has been written for the use of Trend-of-the-Times Wallpaper in your Case Study House 1949.

The combination of these with Timbertone Decorative Veneer Papers and Inez Croom frescoes should add measurably to the appeal of CSHouse 1949. Please be sure of our fullest cooperation.

Yours very truly,

C. W. STOCKWELL CO.,

Remy L. Chatain

Remy L. Chatain,
President.

RLC:AC

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**TO MAR THE PERFECTION OF BEAUTIFUL CARPET**



## "smoothedge"

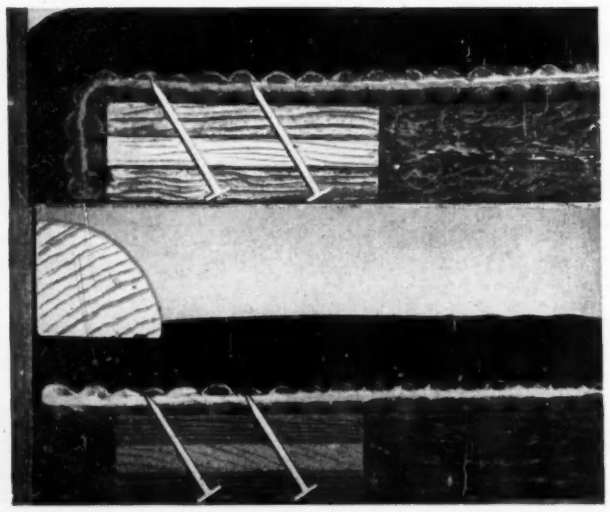
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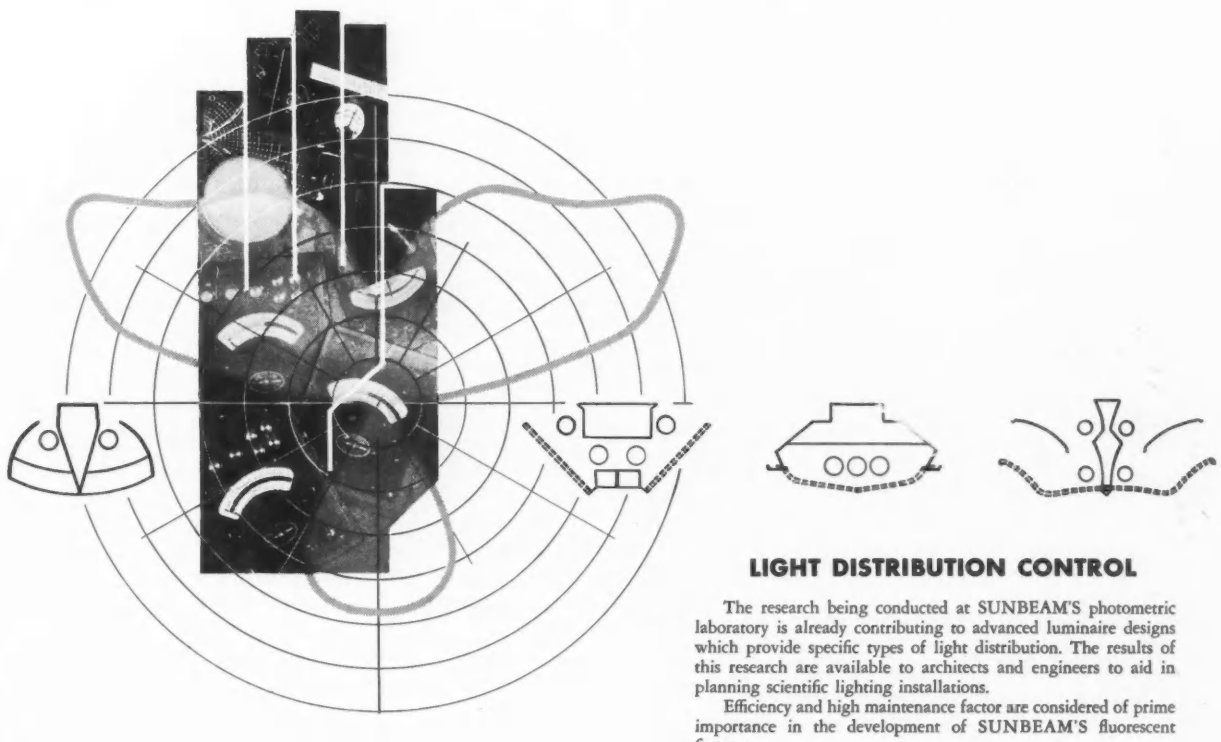
artists were admitted might be of interest. A panel of three—Thomas Carr Howe, Dr. Grace M. Morley, William Gaw—selected those artists whom they thought were most representative of the Bay Area. Sixty artists were chosen as possible exhibitors. These sixty artists then were required to submit their paintings to a jury for final selection. The jurying was done by one man, Dr. Daniel Catton Rich of the Chicago Art Institute. The result was an extremely stimulating exhibition. So stimulating, in fact, that official Annuals, patterned after the Conference show, have been held every year since. Because the Museum has insisted upon an exhibition of objectively chosen works, and one of distinction, various methods of admitting works to the Annuals have been tried.

In 1946, the officially designated First Spring Annual Exhibition of Painting took place. Nothing was invited then, and it was open to the entire Western Hemisphere—United States, Canada, Mexico, Central America and South America. All works were required to pass a three-man jury. Artists' entries from two continents contributed toward making the exhibition the exciting thing that it was. However, certain national and international figures in American painting had refused to enter because of the necessity of submitting to a jury. In order to remedy this in 1947, to make the show more truly representative and inclusive, the Second Annual Exhibition of Painting had an invited section along with the juried work. A three-man jury considered entries from artists residing anywhere in the United States.

The Third Annual Exhibition of Painting presents another variation in the selecting of a good cross-section of the kinds of painting being created in America today. Again, as the year before, both invited and juried works compose the Annual. Mr. Thomas Carr Howe, Director, and Dr. Jermayne MacAgy, Curator, together explored America's artists' painting directions. Dr. MacAgy then assembled the invited section by personally going to the artists, or artists' representatives, and with the whole show in mind, chose the particular pieces. No local artist was invited. And only those artists within a fifty mile radius of San Francisco were permitted to submit to the five-man jury. The resulting show, hung with dignity and imagination by Dr. MacAgy, is alive and important.

Works offering sheer delight in color-articulation and space-motion are concentrated in the north-east galleries. Suggestions of organic phenomena are in such works as those by Stamos and Baziotes. The externalization of a felt inner equilibrium held for a moment on the canvas (it seems to travel off) is warmed into an image of human emotion in the paintings of Still and Rothko. One finds surprise in the plastic means employed by Motherwell, and happy clarity in a neat canvas by Stuart Davis. There is no cliche in the Gothic calligraphy of Morris Kantor. And Karl Knaths communicates a depth of feeling by means of his glowing color confined within slashing black lines.

As a great cross-section of painting by artists working in America today, it is successful. There is a Mark Chagall where meanings are manipulated through a personal passion. There are paintings by Feininger, Ernst, Tanguy, Shahn, Beckman and Dali. The dream of Raymond Tom, the nostalgia of Heliker, the sparkling real unreality of Warshaw and the social comment of Gropper are here. Concerning the whole, one is obliged to conclude that there are basic likenesses in spite of the sharp, obvious differences due to expressive intent, or space conception, or subject motive, or object reference. A fundamental similarity of purpose, of course, is to achieve UNITY as an aesthetic aim. Unity, in a large sense, is a principle observable in natural phenomena, and necessary for the existence of works of art. Unity is both "cause" and "effect" in a work of art. As a "cause," the artist is aware that though each part in his painting has identity, all parts are subordinated to the whole, the unit influencing every relationship within the work. On the other hand, the unit is the "effect" of the elements in equilibrium. The concept of unity, as it concerns contemporary art, is succinctly defined in Problems of Contemporary Art: Vantongerloo —Paintings, Sculptures, Reflections. Mr. Vantongerloo insists that "the principle of unity is not a formula." Continuing, he states that when unity is achieved the "work no longer has proportions. Proportion was demanded in the art of yesterday. The Greeks



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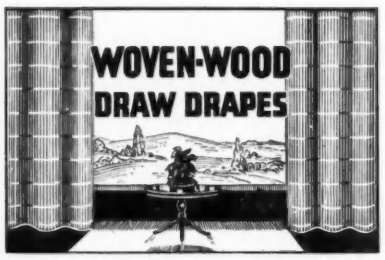
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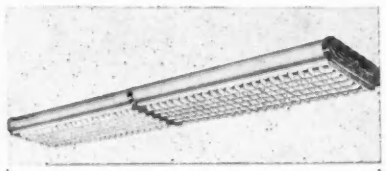
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spoke to us of proportion. In the new art we speak of relations within the work and in relation of UNITY. . . . An aesthetic unity is a concentration whose parts stand in a determined relation to one another and together for unity, all of which gives us aesthetic feeling."

Unity, the result of a creative process rather than imposed formula, where function and aesthetic feeling meet, is brought to the observer's attention in the exhibition Landscape Design. Filling three galleries at the San Francisco Museum of Art, the exhibition indicates how prolific is the West. It represents the collaborative efforts of persons from several professions and students as well: landscape architects, architects, sculptors, painters, photographers, teachers, model makers and students of landscape architecture.

Douglas Baylis, landscape architect of San Francisco, did much of the organizational work on the lively catalog that records this second show of landscape architecture to be held in the Museum. The first of such shows occurred at the San Francisco Museum of Art in 1937. A gap of eleven years between that and this show is due in part to the intervening war and in part to a reorientation toward design. In contrast to the projected work of the first, this show is made up of photographs and models of finished work. Also, the concept of unity here is based on a creative use of design elements rather than upon a rigid imitation of previous styles—as was so much of the work in the former show.

Strange that a creative approach to space organization as it relates to plant material should develop so slowly. Before, the work relied upon an electicism or upon slavish naturalism. In 1937, only in the first prize was there an application of plastic elements for a creative solution, for a thoroughly integrated design of garden and house. This was the projected garden by Thomas D. Church for a house designed by Ernest Born, architect, Carl Lund, associate. Since then, static, axial designing has given way to a dynamic use of elements in occult balance. "This was inevitable," Mr. Edward Williams, of Eckbo, Royston and Williams, pointed out, "for many of the theories of eleven years ago have since been put into practice. Plastic relationships govern Landscape Design now, instead of historical styles . . . following the trends in architecture."

Professor Robert Royston of the Landscape Architecture Department of the University of California, brought his students into participation by giving them the problem of laying out the show. The Museum acted as jury, picking an exciting design that was capable of being installed. Two significant conclusions arise from this show. First, the work never could have been assembled without group action. And, the art form of Landscape Architecture is an especially important lever in introducing the public to modern design. Participation from the observer is invited. The work, enjoyed in its functional aspect, leads to assimilation of aesthetic rewards.

# CINEMA

ROBERT JOSEPH

At an earlier point in my career as a film reviewer and film critic I used to indulge in the whimsey of listing the Ten Worst Pictures of the Year. This proved to be a lot of fun, of course, and I had myself (and for my readers, I hoped), a gentle year's-end laugh at the expense of ten of the preceding twelve months' worst cinematic offerings. I would list with delight the bad performances, the bad direction, the miscastings, and the cliche-laden plots of the year. This year, however, I spent a little time thinking over the exhuberances of my filmic youth and decided that my annual selections were patently unfair: one cannot judge a quickie west-

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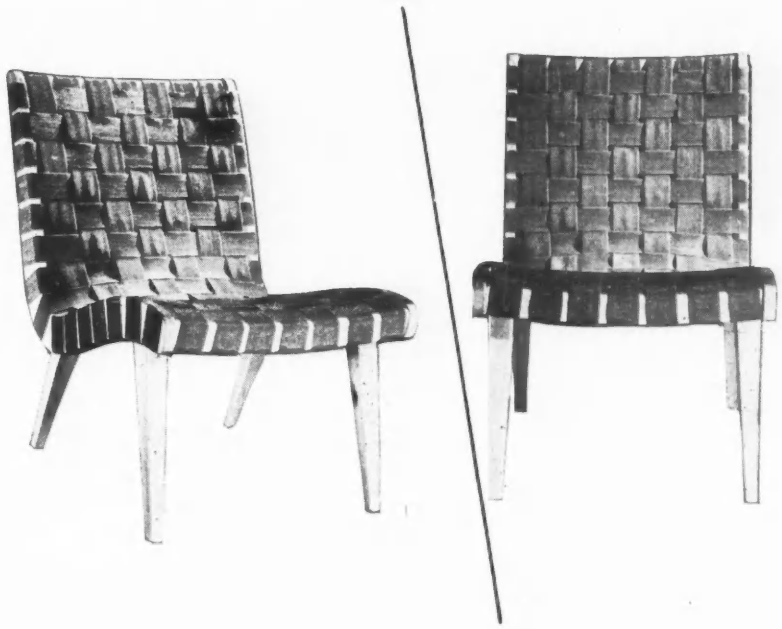
ern and a super flop in the same spirit. The honest and knowing critic, it seems to me, must gauge what he sees on the screen in terms of what the film maker did with the material at hand. For example, he must judge a picture which misfired in terms of the degree in which it missed. "The Boy With Green Hair" comes to mind as an example. In its conception this picture about intolerance was good, but the director and the producer chose to bring in seven or eight other extraneous themes, including pacifism, discrimination, justice, small town spite, the horrors of war, the obligation of comfortable people toward war orphans and other themes. By scattering his shots the producer naturally missed the target and came up with a well-mounted picture which expresses too many ideas simultaneously.

In the same sense the current John Garfield picture, "Force of Evil" also misses its mark because its writer-director, Abraham Polonsky, had not decided even by film editing time whether he was presenting a sharp, terse gangster melodrama or a Maxwell Andersonian genre piece about the clash between good and evil. "Force of Evil," based on the excellent Ira Wolfert novel, "Tucker's People," is about the numbers rackets and offered the film maker wonderful opportunities for making one of those films which Darryl Zanuck used to make so well: the staccato, razor-sharp melodrama about the rackets and the people in them.

"Acts of Violence," a picture starring Van Heflin and Robert Ryan, is another might-have been. The writer selected a tremendously powerful theme and then found himself unable to answer the problem which he posed except by a watered-down display of heroics at the end of the picture. This might have been a 'tour de force' and a great picture if the writer and the director had attempted to solve the problem which they set in the first reel. I thought, too, that the Bliss Hayden performances of the ingenues was out of keeping with the spirit and intent of the story.

But these films are by no means examples of the year's worst. They are, I believe, a display of films which might have been much better had greater care gone into their writings and conception. I would list "Portrait of Jennie" as one of the year's worst films because of the sheer waste of great talent in all departments on tripe. Leaving aside for the moment the generalization that you can't do anything with a Robert Nathan novel except read it and forget it, the producer of this one chose to sentimentalize a story which already reeked with an overdose of nostalgia, lavender and grandpa's shaving cup. Joseph Cotten suffers as an artist through many reels because Jennifer Jones is a mirage whom he sees mostly in Central Park. Miss Jones literally walks in a halo of camera-light diffusion until she looks like something akin to a D. W. Griffith heroine about to ascend to heaven. She is gauzed, diffused, spectred and out-of-focused so often that the eyes blur. There's a titanic ocean spray at the climax of the film, aggravated and compounded by a thing called multisound which is guaranteed to propel you out of the theater fully fourteen minutes before the picture's end—which is not entirely a bad thing. The scene: Joe is trying to locate Jennifer in a storm off Cape Cod, a tidal wave storm. All the elements in the sound booth are hell breaking loose. And Dmitri Tiomkin's music is crashing over the sound of furious nature. How can Joe hear Jennifer and Jennifer hear Joe in all that pandemonium when the music out-crashes the elements. After the lull, signalized (honest) by sea gulls flying across a quiet sunswept sky, the end comes in some trite dialogue between Ethel Barrymore and Mr. Cotten. If you've sat near enough to the screen during the performance you can scrape the sugar off your person on the way out. The picture is introduced, by the way, by cumulus cloud formations and somebody reciting two (2) quotations: one by Euripides about life and death; and a second one by Keats about truth and beauty. It was a field day for Bartlett's.

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the French produced "Symphonie Pastorale." In both pictures the heroine (Jane Wyman in one, and Michele Morgan in the second,) are afflicted (deafness and blindness), and the basic problems posed are somewhat the same. The Hollywood film chose to give its picture a slicked-up treatment, replete with a mawkish courtroom scene at the end; and the Andre Gide story was powerful in its realism and naturalness. I think these two pictures well illustrate the reason why film critics often prefer foreign-made films to the native product. The French picture presents Mlle Morgan as a blind girl, the ward of a rural pastor and his family. The story of her spiritual and emotional awakening is basic, is honest and is real. The Hollywood film presents Miss Wyman as a deaf and dumb girl who also grows spiritually and emotionally, but the obstacles in her life (the hero wants to marry the girl in both films) are conveniently contrived, and her inner clash is relatively a simple one. It is apparent that Andre Gide presented a theme which Hollywood could not have attempted. It is this very adult approach to human problems which we see again and again in foreign pictures which makes them, in my opinion, the better films. A parenthetical note must be inserted to state again that I am not one of those reviewers who has a rather cynical and blase predilection for foreign films simply because they are foreign films. I must say that some of the worst pictures I have ever seen were French, Russian, German and Italian.

# MUSIC

PETER YATES

Many years ago a small boy slowly climbing the road home from school saw a carter, cursing, pull out a fence-rail and prepare to beat his horse, which had stopped halfway up the hill and refused to go forward. The carter was big; the rail was big; the boy's flesh trembled at the thought that he should interfere. But between the boy and the horse was an affinity of feeling that the boy could not disregard. To feel the horse hit would be worse than to be hit oneself. Tears of cowardice streaming down his face, the boy said firmly, choking but loud enough to be heard: "Don't you hit that horse!" The carter, rail swinging, turned about and told the boy to mind his own business. He waved the rail and threatened; he said he would do as he pleased. But the boy continued stubbornly repeating through his tears: "Don't you hit that horse!" The carter, confronted with something quite unlike physical violence, dropped the fence-rail and again took up the reins.

Such a personal experience helps one to understand what Albert Schweitzer means by the root phrase of his religious philosophy, **Reverence for All Life.** Not sympathy or sensitiveness or the wish to help or educate or improve, nothing for the abstraction humanity; the direct opposite of that condescension that is the unavoidable fault of the missionary enterprise; reverence, as before God, for every creature that has life. By that word, reverence, the imaginative acceptance of physical suffering between boy and horse is transfigured. The tears of cowardice are dried up, the fear which is the expression of self-consciousness is deliberately put aside. The man who has no hope of the world need have no fear in the world: he may allow every self-indulgence, become the protagonist of terror or the selfless servant. Unlike Hindu or Buddhist he does not free himself from the circle of life: Schweitzer freely binds himself to its pain. Unlike friar or monk he does not look, however humbly, for the reward of holiness, to be sanctified


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in eternity. The profound distinction, as Schweitzer has found it for himself and expressed it in concise studies of Indian and European philosophies and religions, is that **Reverence for All Life** begins in an all-prevading pessimism.

Schweitzer, like Krishnamurti, bases his positive action upon the negatives of faith. He denies every necessity and every promise of belief. He concedes no hope of immortality or future reward. Unlike Krishnamurti, who is a teacher to whom one must come, not for advice but for clarification, Schweitzer is an activist. He seeks to serve; he does not wait to teach.

The story has been told many times during recent years, but usually it is told backwards, as a succses story, in the way that the lives of Lincoln and of Dr. Carver are given to us backwards. The career of Schweitzer begins as a success story and defines itself in the renunciation of success. By the age of thirty he had earned three times an academic doctorate, at twenty-four by his study of Kant, at twenty-six by refuting the German higher criticism with his shattering **The Quest of the Historical Jesus**, at thirty by his definitive study of the art of Bach. During these years he was also the head of an important theological school, the organist of the Bach Society in Paris, and a famous philosopher-theologian. While he was yet at the beginning of these triumphs he had already renounced the fame and future reward that would be their normal consequence. He had reached the determination that by the age of thirty he would complete these academic and esthetic works; after that he would go to medical college for six years, become a surgeon and dedicate the remainder of his life to the relief of pain wherever he could find it in its most primitive form. The debt of European civilization to the subjugated African negro seemed to him the most necessary of all debts to be repaid; and in an uncultivated part of Africa he would find pain primitive and absolute, without relief. At the age of thirty-six, a graduate doctor of medicine, he went to Lambaréné in French West Africa, with his own hands built the rough hospital and began his work.

Lambaréné and the primeval forest along the banks of the Ogowe undoubtedly simplify for Schweitzer the continually emergent religio-philosophic problem. By bringing the problem directly into focus, they help Schweitzer to avoid compromise. The real test of his spirit occurred during the years of preparation, when all who knew him tried to alter or dissuade him from his purpose. By his own estimate he had made an agonizing renunciation of three civilized gifts: the ability to teach others who might understand him, the ability to share with others the esthetic experience of music, the ability to maintain himself in financial independence.

When after three years circumstances forced him to return to Europe, he found, to his amazement, that what he had given up had been returned to him without loss. He was in demand to lecture and to give organ recitals throughout Europe; the proceeds of so much industry would support him and his work in Africa for another three years. In this way he set up the pattern of life which he has followed, except for the interruption of two wars, until the present time.

Thus in Africa the hours he could find to practice on his pedal piano, the scarce time he could devote to scholarship and writing were made purposive. Instead of the great apparatus of German scholarship which makes his early works as formidable as they are inclusive, he learned to write simply and directly, in few words; to state and not to prove his thesis; to substitute, one might say, the plainness of Forkel's small biography for the discursiveness of his own two-volume **Bach.** His last small book, **Indian Thought and Its Development** (1936), seems deceptively brief and casual, quite unlike the last of his monumental explorations, **The Mysticism of Paul the Apostle** (1930, early begun, which he completed in Africa after many years of labor.

Schweitzer's purpose, which he defines as "world and life affirm-


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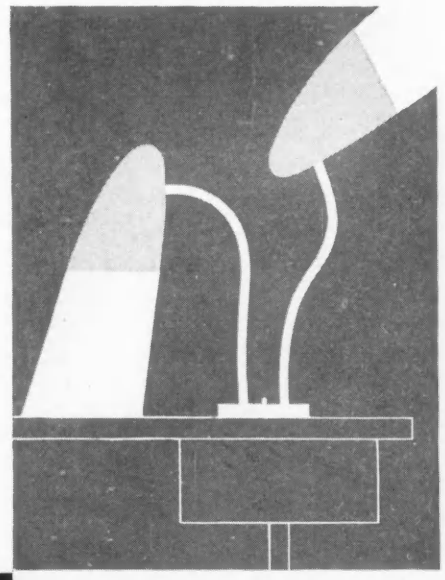
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ation," begins not with the positives but with the negatives of European cultural conviction, the thought of the Stoics, Schopenhauer's "The world is meaningless, and all existence is suffering." As George Seaver tells us in his account of this philosophy,* Schweitzer "like Schopenhauer, plunged into the dark abyss of utter scepticism, but, unlike him, he has emerged. . . . The ultimate problem, the problem of pain—and of the vicarious sacrifice of the lower orders of creation which is bound up with it—is one which the man who is truly ethical must be content to leave unsolved. He only knows that, finding himself in a world of evil, he must go about doing good, 'and thus step for a moment out of the incomprehensible horror of existence'." This aspect of Schweitzer's success story is generally avoided and misunderstood. He can call himself, with that humorous objective seriousness that is the mark of a comprehensive religious attitude, "a mass-murderer of bacteria"; he suffers none of the public compunctions which made somewhat ridiculous Gandhi's eradication of the cobras from his ashrama.

He accepts no humanitarian rules: "In ethical conflicts man can arrive only at subjective decisions. No one can lay down for him at what point, on each occasion, lies the extreme possibility for his persistence in the preservation and promotion of life. He alone has to decide, by letting himself be guided by a feeling of the highest responsibility towards other life. . . . " "Reverence for life is an inexorable creditor."

"The great danger for mysticism," he explains, "is that of becoming supra-ethical, that is to say, of making the spirituality associated with the being-in-eternity an end in itself. . . . The great weakness of the utilitarian ethic is at all times that it can relate itself only to man's action and not to that which he undergoes. . . . It is only in so far as a man is purified and liberated from the world by that which he experiences and endures, that he becomes capable of of truly ethical action."

Thus Albert Schweitzer, philosopher, surgeon, scholar, teacher, and musician, stands alone in our time in opposition to all institutionalized defenses of the human compromise, lending less glory to the Lambeth Conference than to the darker theories of Freud, less support to the arguments of the church unionist than to those of the sceptic and anarchist, and no encouragement to the political pretensions either of the East or of the West. Whether civilization and culture would improve by a mass following of Schweitzer's doctrines has been left to the individual to decide. Even to accept them seriously is to assume a heavier burden of life.

*Albert Schweitzer: **Christian Revoultionary** by George Seaver: Harper & Brothers; New York and London; 1944.

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one year. He then studied a year at Cranbrook Academy, majoring in design, specializing in furniture.

Professor Georg Leowald from Berlin-Frohnau, the French Sector, is a designer, who flew here from Germany to receive the award. The second prize for seating units, $2,500, was divided between **Charles Eames and the University of California, Los Angeles Campus group** with which he was working and **Davis J. Pratt.** Eames studied architecture at Washington University on scholarship, won an architectural fellowship to Cranbrook Academy of Art in 1938. With Eero Saarinen he won two first prizes in the Organic Design Competition conducted by the Museum of Modern Art in 1940-41. An exhibition of "New Furniture Designed by Charles Eames" was held at the Museum of Modern Art in 1946.

Davis J. Pratt, 31-year-old veteran of OSS, now teaches at the Institute of Design, in the Product Design Department. A steel-tubing and plywood chair of his design, markedly differing from the present prize-winning design, was included in the exhibition "Art in Progress" held at the Museum of Modern Art in 1944. He wishes to acknowledge a debt to his wife, Elsa, and his brother, John, for help in this newest chair.

The third prize for seating units, $1,250, went to **Alexey Brodovitch,** Art Director of Harper's Bazaar since 1934. Born in St. Petersburg in 1898, he spent the 1920s in Paris and came to this country in 1930. He devotes much time and thought to courses he teaches at the New School for Social Research in New York on what he calls "Graphic Journalism." He has been interested for some time in furniture design, but this is his first recognition in the field.

The Simmons Prize, offered for a sleeping unit convertible for daytime use, was not awarded as no designs were submitted which were superior to those already in use.

When it came to judging storage units, the jury awarded only the first prize. This prize of $5,000 was awarded to **Robin Day** and **Clive Latimer,** well-known British designers, for their sectional unit storage pieces. Both Englishmen are 33 years old. Mr. Day is a designer of general industrial products, of exhibitions, especially for the Imperial Chemical Industries, Ltd., and of posters and typographical design. Mr. Latimer teaches furniture design at Central School of Arts and Crafts and has worked as a member of the Design Panel of the Board of Trade, the designing agency for the British furniture industry.

The $2,500 prize for the best research report went to **James L. Prestini and the Armour Research Foundation** of the Illinois Institute of Technology, where he is working at present. Mr. Prestini studied at Yale University, at the University of Stockholm where he specialized in furniture design, and at the Institute of Design in Chicago.

All six of the reports from the research teams are to be published in the near future, for the benefit of the furniture industry as a whole.

Honorable Mentions, carrying no reward, were given for a seating unit design to John O. Merrill and John B. McMorran of the Massachusetts Institute of Technology; for a storage unit design to Ernest Race, an English designer.

Ira A. Hirschmann, Executive Director of the Museum Design Project, Inc. has made the following statement: **"No models, designs or photographs of any kind will be released until the furniture has been mass-produced, exhibited and placed on the market.**

"This restriction was made in order to protect the design rights of both the designers and the manufacturers. It is an essential step in carrying out the project of the Museum of Modern Art and the Museum Design Project, Inc. that the prize-winning designs shall reach people's homes in a practical way."

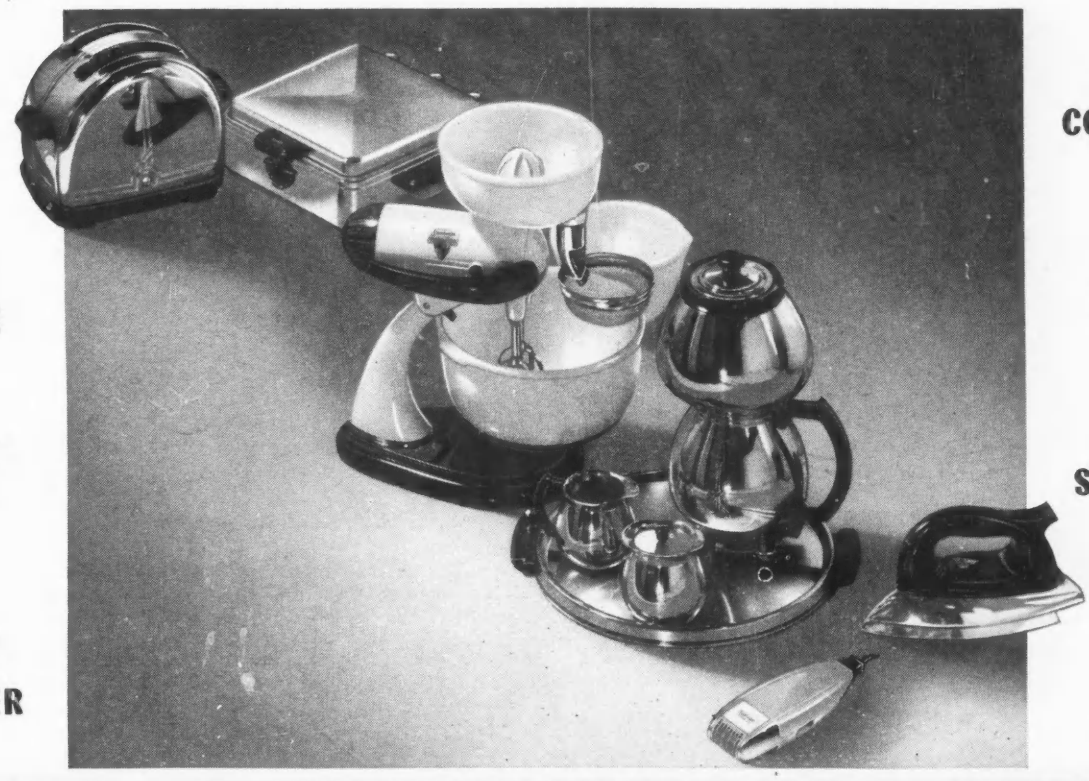
STATEMENTS REGARDING SIGNIFICANCE AND GENERAL TRENDS:

Harry Fish, Chairman of the Steering Committee of the Museum Design Project, Inc., states: "A revolution is growing in the field of design and technique in the manufacture of furniture. A new approach to the problems is being forced by the pressing need for furniture to fit into the twenty billion dollars worth of new

continued on page 57

merit specified

AS STANDARD EQUIPMENT
. . . in Arts & Architecture Case Study Houses



Sunbeam MIXMASTER
Sunbeam TOASTER
Sunbeam WAFFLE-BAKER
Sunbeam COFFEEMASTER
Sunbeam IRONMASTER
Sunbeam SHAVEMASTER

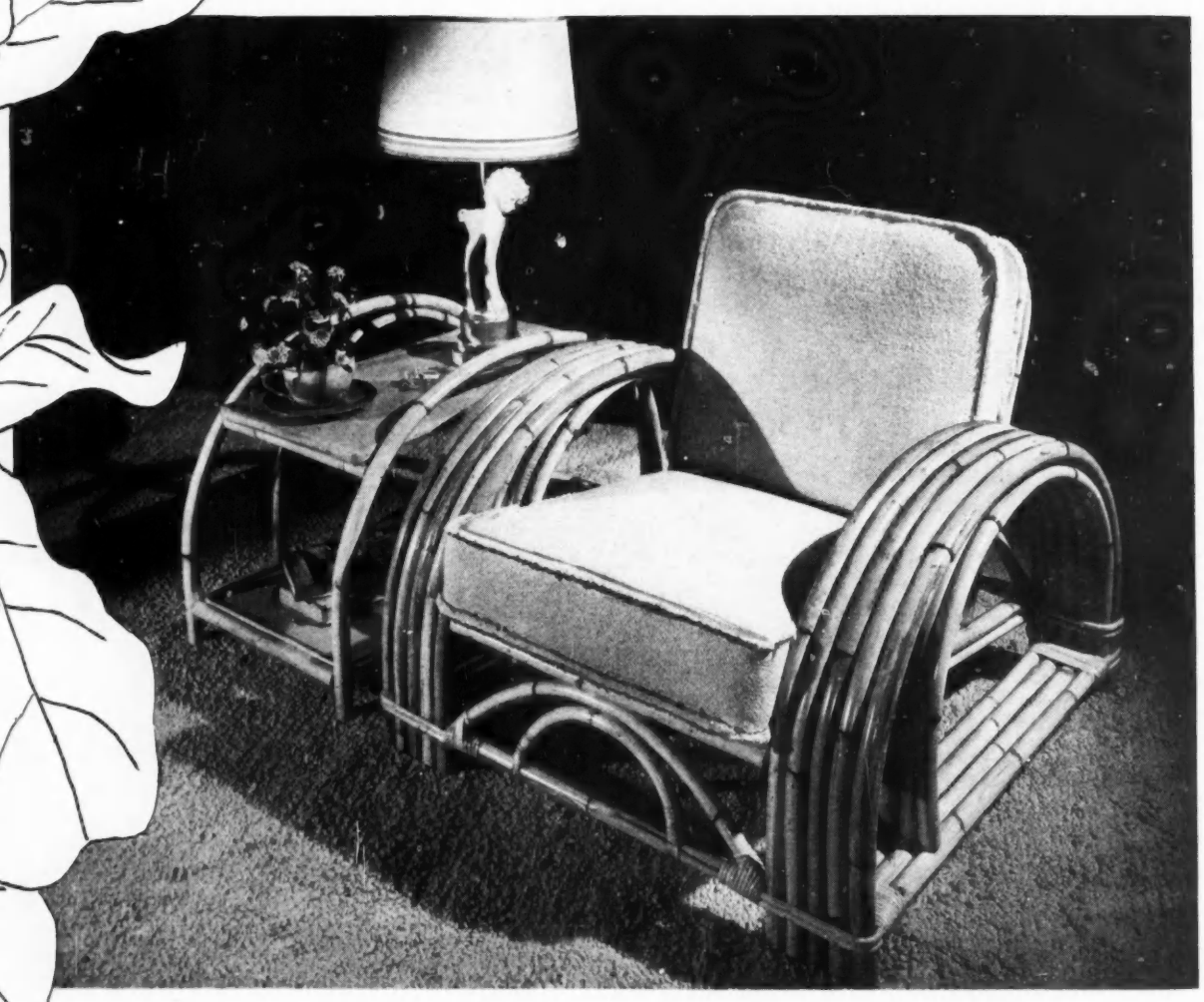
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Over 100 distinctive new designs in East Indies rattan featuring a wide choice of exclusive fabrics. Romantic furniture for casual living indoors and out.

*write for catalog*



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# notes

## *in passing*

The shape of the world seems to be changing as the weight of events slowly shifts within an enormous cycle coming to a grinding stop and building up to the next giant swing. There is a general infection in the climate of all living things. It is a kind of earthquake weather, a sudden fear of being within a growing vacuum full of hushed, uneasy expectancy. There is a sense of the wonderful and the terrible in this tremor that goes around the world, and we seem only instinctively informed by a prescience beyond knowledge of events that are to come.

This is no mere changing of the guard or a substitution of old faces for new. Actually it has very little to do with the rise or fall of political systems. It seems, instead, a final coming to grips with basic problems forced upon us by no longer deniable facts. Perhaps it is because we are terribly aware that we cannot afford the luxury of refusing to face a very real world and the grim knowledge that we can no longer explore and exploit new frontiers. It becomes increasingly apparent that the only remaining frontier is that of the ever-growing science of man, and that within that science we must be prepared to live by a discipline of reason. All of which is, of course, enough to strike terror in a heart of stone.

No doubt, we fear science because of an objectivity which we immediately translate into a fearful and cold-blooded impersonality. We are appalled at the possibility of having to account to the very things that we have created. While we busily find solutions, we completely overlook the fact that in themselves these solutions contain greater problems than we have ever successfully solved. Somehow we cannot seem to make anything stay where it belongs long enough to catch our breath. We have, indeed, created a world in which we can live only by progress, and we are now astonished and frustrated to find that that progress demands things of us we stubbornly refuse to give or to give up. It is also possible that as individuals we fear existence within new standards and new value systems that seem so far beyond our present frame of reference.

We struggle to stay the hand of this progress because we cannot imagine ourselves capable of coping with it, or living with it, or being happy with it. It is just too bad for us that we are to be the last generation at the end of a cycle; too bad, that is, on this merely personal basis. And, of course, we can be expected to struggle against it as long as we are unable to understand it.

There are those who claim to see the outlines clearly, but for most of us, we can only play the future by ear. We are now faced with grim decisions having to do with how much of our vaunted beneficence and sheer goodwill we can continue to afford in a world that needs so much and will, from here on in, demand so much.

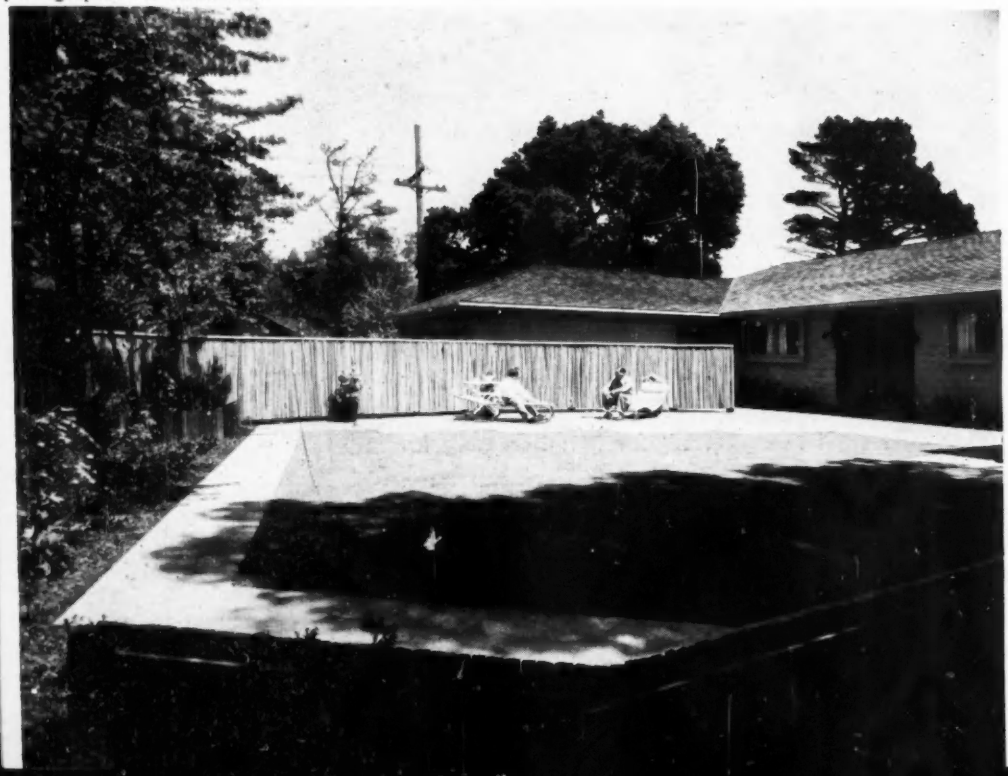
We come upon the most pressing problems of our time with the surprise of shocked children. We would, for instance, prefer not to consider the matter of population control and everything that it implies. We would rather not have to face the final logic of what we know has to be done about the means by which man lives as well as the things by which he lives. We are now facing the facts of our own limitations which can no longer be expanded or extended into an infinity of progress by a mere wish to have it so. It is the approach of an end to the happy opportunism that has dreamed of making giants of us all.

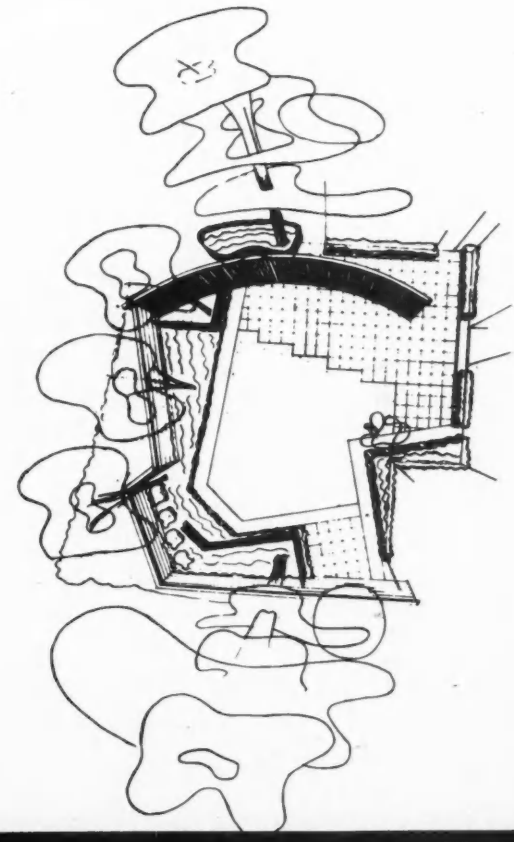
This is obviously a bad season for the "little foxes that spoil the grapes," for it is becoming increasingly apparent that there might not be enough grapes to go around, unless we can learn to use sense and science and self-discipline in a society that can live by decency and mean every word of it.

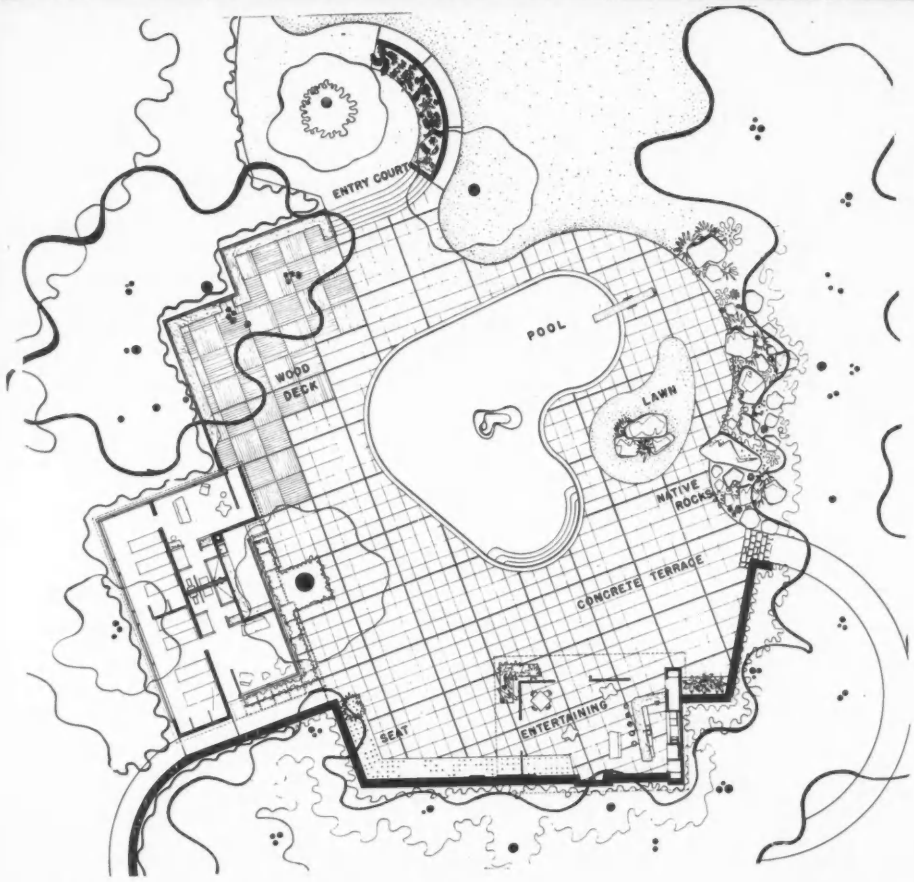
Above: Pool by Eckbo, Royston & Williams.

Below: Garden by Eckbo, Royston & Williams.

photographs: M. Halberstadt








# LANDSCAPE DESIGN

## ASSOCIATION OF LANDSCAPE ARCHITECTS

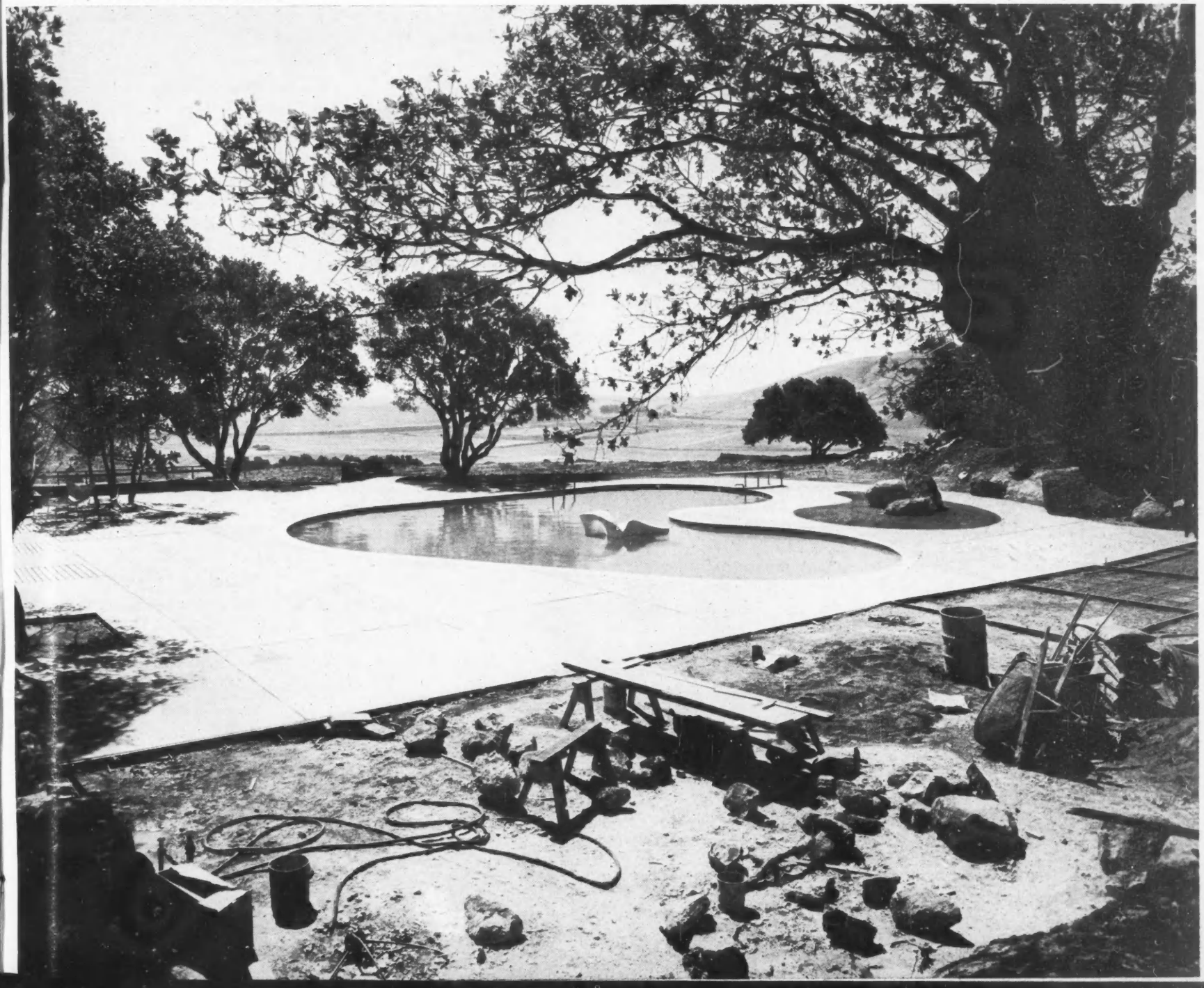
**DOUGLAS BAYLIS:** Various members of the Association of Landscape Architects in the San Francisco Region have rounded out the year of 1948 with an outstanding exhibition of plans, models, photographs and garden sculpture. This show was a follow-up of the first major western exhibit of landscape architecture in 1947 by the San Francisco Museum of Art.

The early show concentrated on projects, models and dreams of the future. The present show is pleasant in that the major material is completed work; not that there is anything wrong with forward-looking

**From an exhibition of photographs, models, sculpture, plans and plant material by approximately thirty landscape architects in the West.**

Pool by Thomas Church & Associates.

photograph: Rondal Partridge





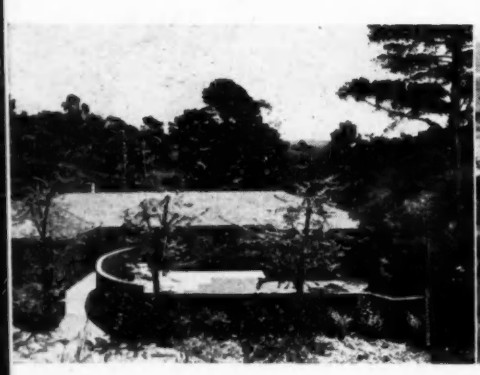
Garden by Eckbo, Royston & Williams.



Garden by June Meehan.



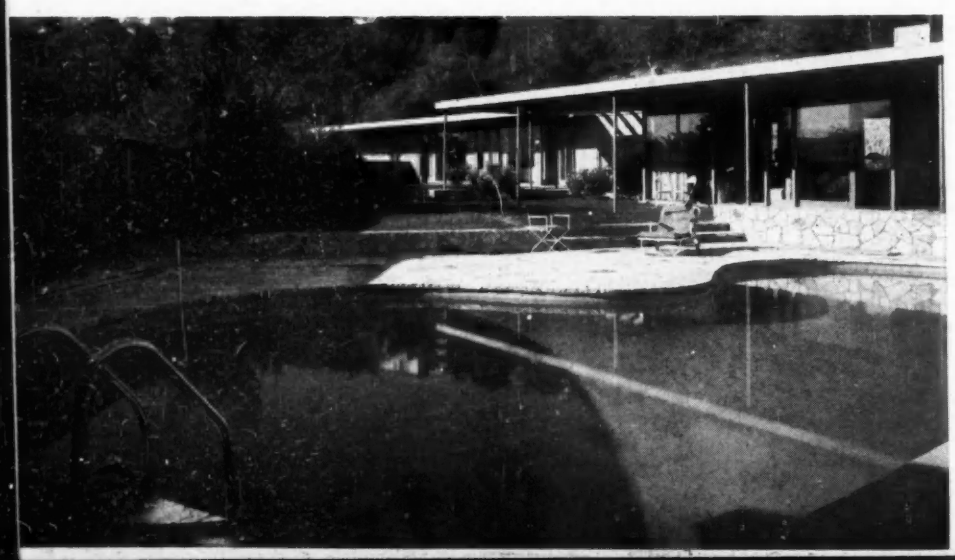
Pool and Garden by
Eckbo, Royston & Williams.



Above and Below: Garden and
Pool by Eckbo, Royston & Williams.



Sunken sandpit by
Thomas Church & Associates.



plans. The unfortunate factor remains that gardens are very difficult to capture in plan and perspective. To the casual observer the show supplied an almost bewildering display of new thoughts and ideas for ways of living. New relationships of color, garden structures, large scale sculpture, effective use of plants, handsome photographs, increased use of models and new techniques of presentation all added up to a visual impact rarely effected in public exhibitions. With an extensive use of terracing, paving, construction materials, seat walls, fencing, people looking for flowers, vistas or classic reproductions were at once shocked and delighted by the new conceptions in garden design.

To the professional eye, there is evidence of a change of pace, a new concept of space, a philosophy that embraces a contemporary way of life. The structural forms that frighten the average gardener will, in time, be softened by an embracing vine, the sharp edges will be dulled by the enveloping carpet of vegetation, the broad terraces will diminish when the outdoor furniture accumulates; what will remain will be the broad concept and the imaginative space relationships of structure and garden.

It is too bad, in some instances, that photographs of new gardens were taken too soon after planting and construction, but here again comes the will-o-the-wisp quality of a garden. Instead of the flower-bower that you should have seen two weeks ago when it was in full bloom, or the backyard to see next spring when the leaves are not diseased, the present-day concept seems to say—this is a place for people, sit down and relax; if the lawn needs mowing—it doesn't matter.

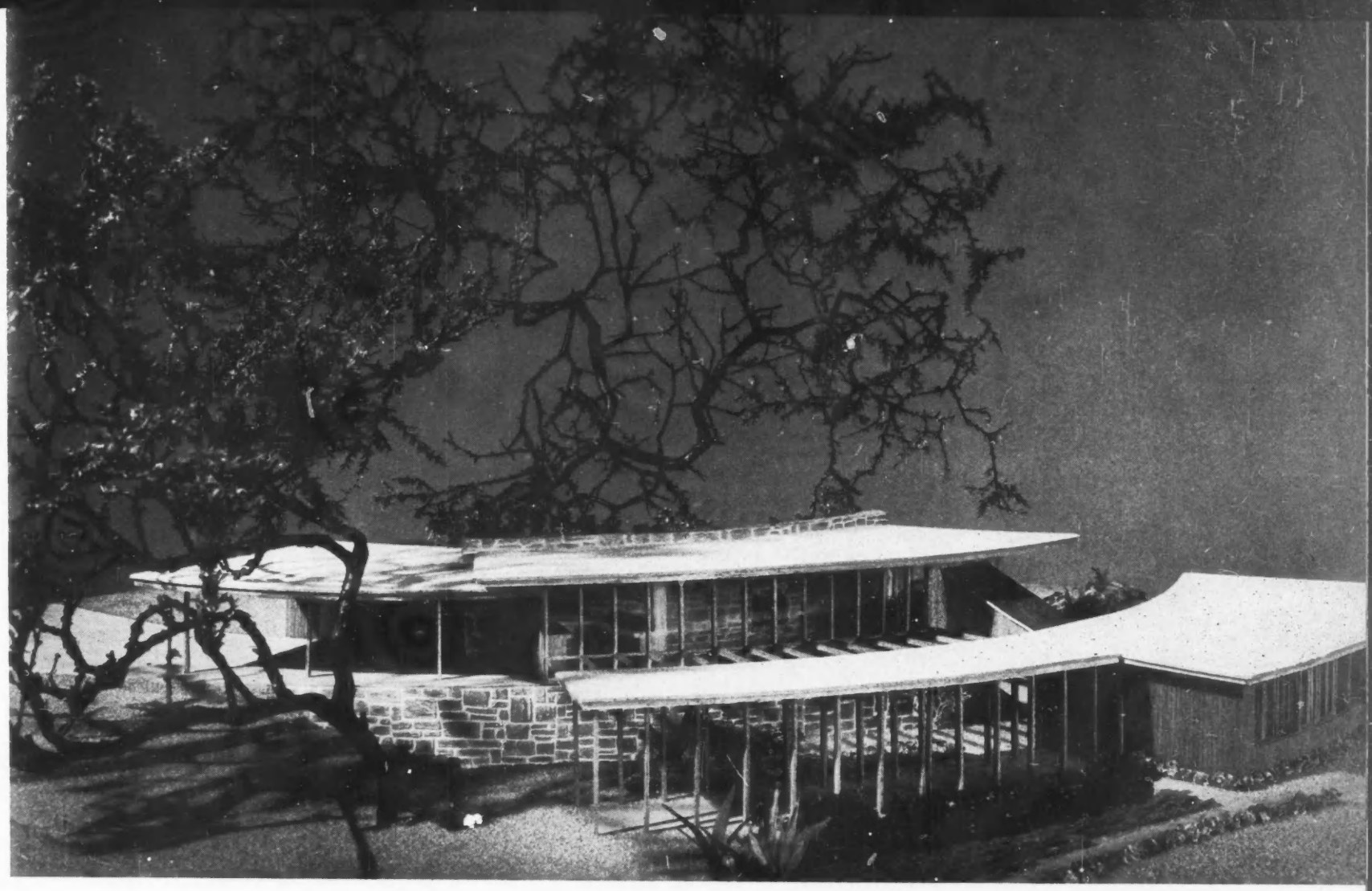
The steady tendency seems to be in the direction of ease of owner maintenance, simplicity of construction, simplicity of solution, an appreciation for structure and an emphasis on productive planting.

The participation of the owner in establishing and maintaining gardens is becoming more practical and necessary. It is the rare case in which a client completes a building program with money left for garden construction. This is not always necessarily unfortunate or unhealthy. It is a condition that does tend to bring together the interested client and the landscape designer on the basis of a good, practical, realistic and economic approach to what has to be done. In this participation there grows a greater appreciation for the services of the designer, sculptor and craftsman.

The fact that bricks and concrete and wood and glass become garden material, often occupying much more space than flowers and shrubs should not disturb us, except, perhaps, to remind us how we were allowing the associations of a word to limit our thought whenever these turned upon the question of how to get the most use and enjoyment out of our grounds.

Material from the catalog, "Landscape Design" (1948) by Stephen C. Pepper, Chairman of the Department of Art, University of California, Berkeley.

photographs: M. Halberstadt, Rondal Partridge.

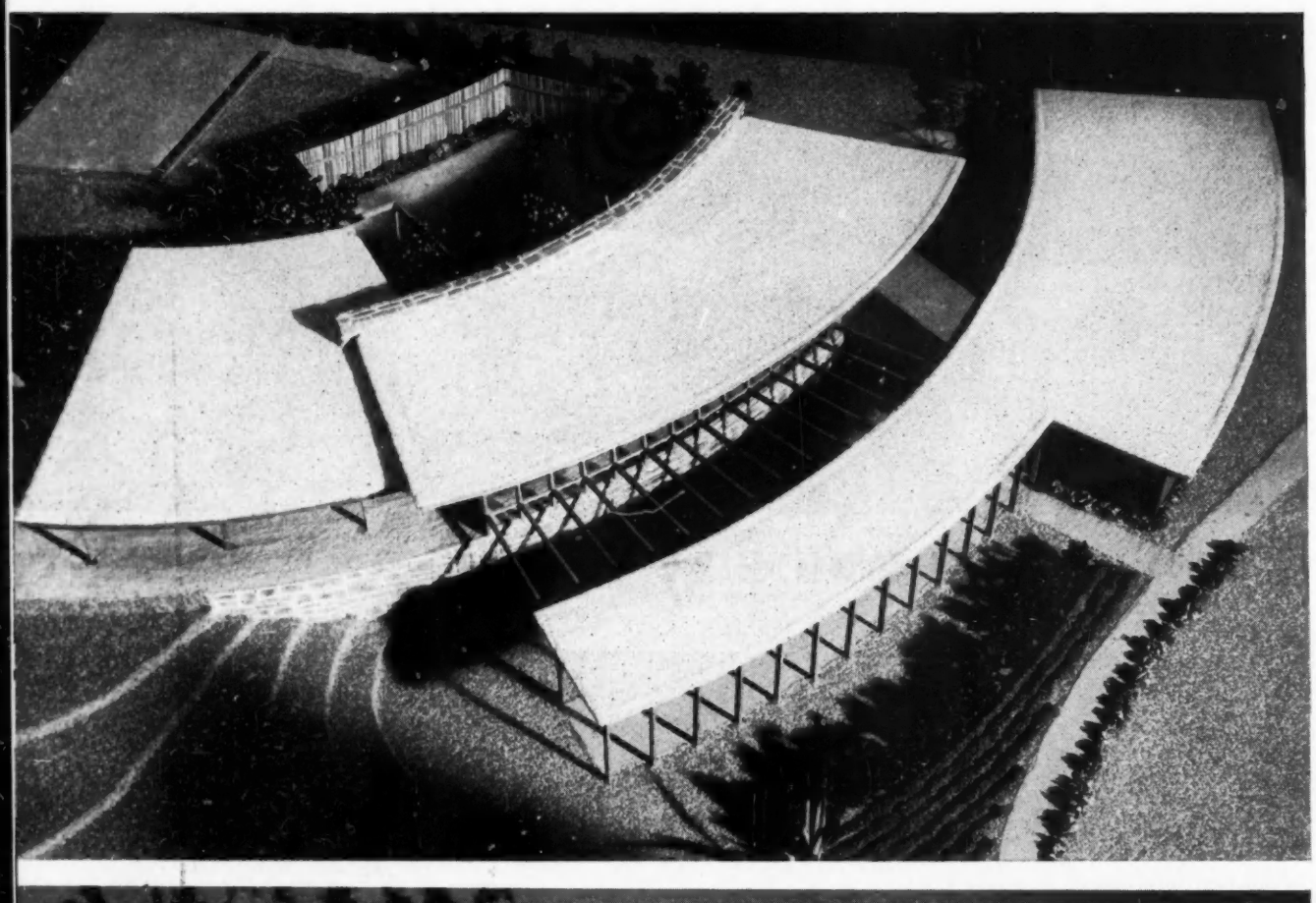


## A HOUSE DIVIDED: MARIO CORBETT
*architect*

ED WILLIAMS OF ECKBO, ROYSON & WILLIAMS, GARDENS



The house is situated on seven acres of land which slopes towards the west and the view. Because of the strategic location of the site behind a government-owned game reserve (also to the west) the whole plot is assured of privacy with a view and an unchanged landscape for the future.
The client's family consists of himself, his wife, and two small children. Easily maintained space for informal living was the requirement of the house avoiding the appearance and feeling of a too precious compactness.
Division of zones seemed to be desirable, that is segregation of "noise," "quiet," and "working" areas. This approach has been carried to a logical and obvious completion. The cooperativeness of topography and view enabled the plan to provide equally well for each of these three zones without either obstructing the view, relation to the land, or functioning of the







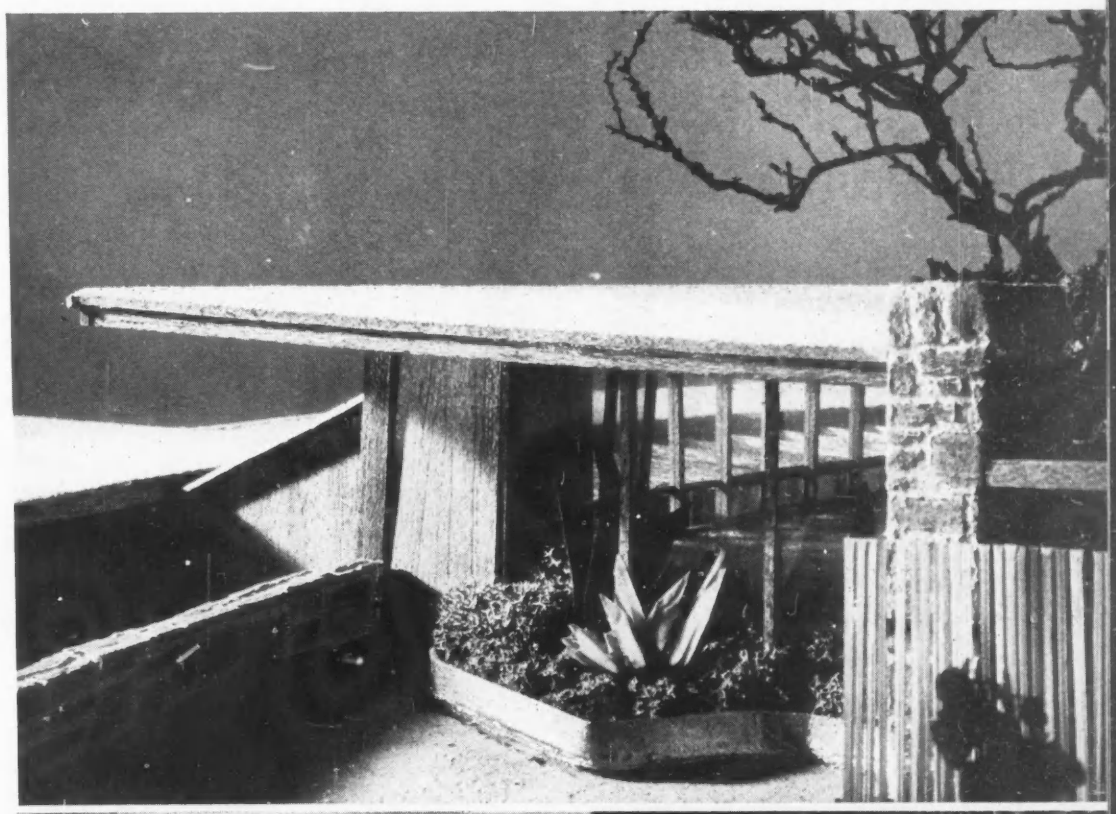

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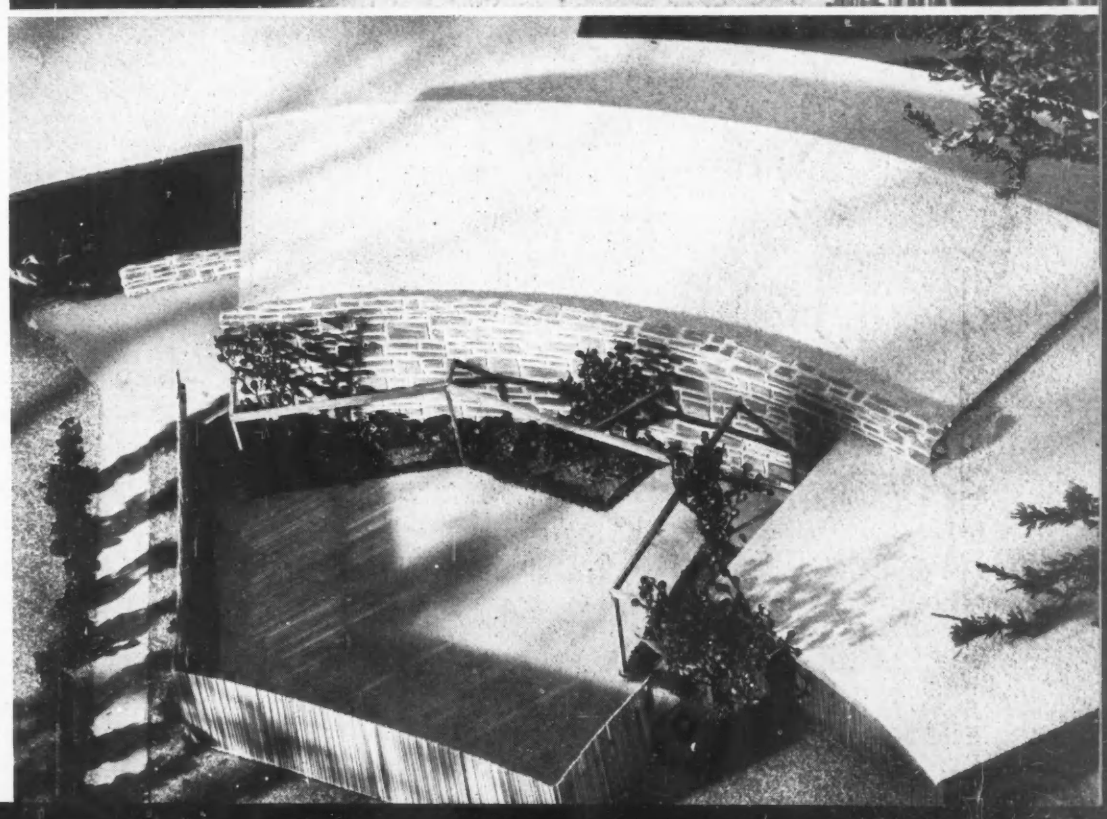





**Opposite page: Top, Bird's-eye view from the front and south. Bottom, lower terrace looking toward the bedroom wing.**
**Above: View of carport and loggia. Center: Entrance garden. Bottom: View of rear garden.**

photographs: Braun-Childre





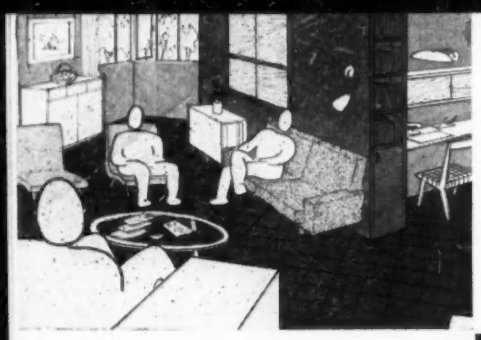
other. Staggered levels and elevations take full advantage of this. From the kitchen, laundry, living-dining area, bedrooms, and even the bath, the same magnificent view is incorporated. The divisible children's bedroom becomes a pleasant play room when the parents take over on the upper level.

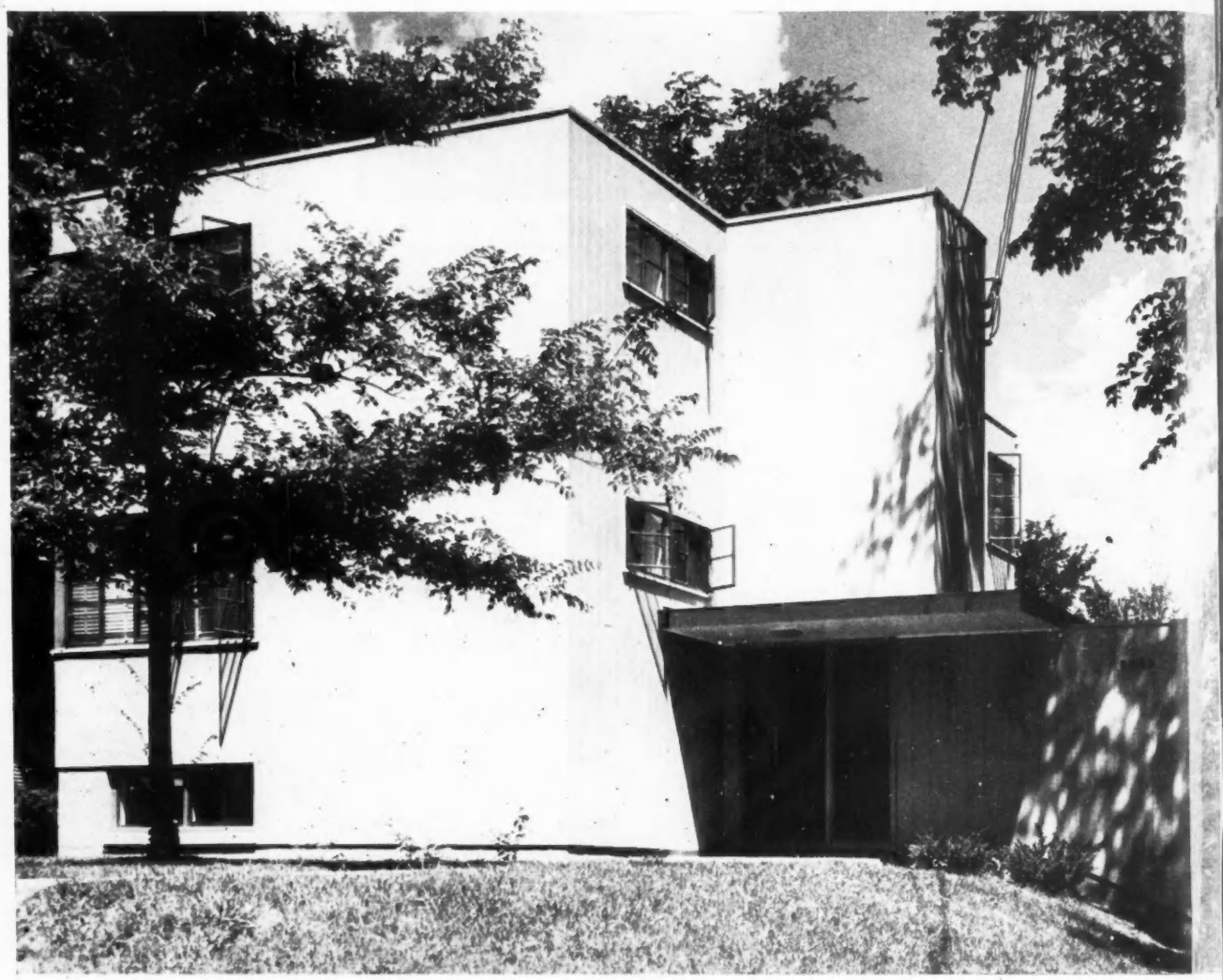
Unity of the three elements is achieved through the limited number of materials, stone, redwood, and glass, and by a similarity of shape in the three enclosed rectangles. The neck of stairs is enclosed with vertical redwood siding which is a continuation from the upper unit to the lower.

Stone from the site was used for the fireplace wall. Other than its obvious function of support it seems to serve as a solid backing for the departure of the eye along the minimal roof members, through the slender supports dividing the glass wall, and on to the panoramic view.

Functional economy is evidenced by glass being placed directly on studs, use of two-inch, tongue and groove sheathing on the roof, the underside of which serves as the finished ceiling, a plan easily broken down into parts whose completion can be scheduled according to the urgency of their purpose.

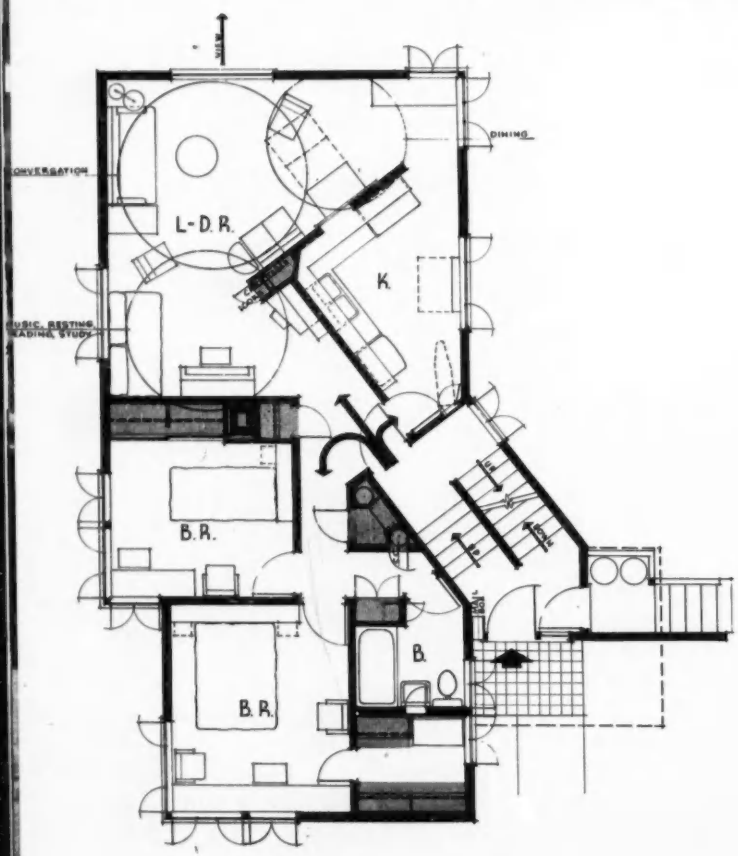
Since indoor areas provide ample view, it was desirable to enclose one intimate, flat, outdoor living area, and one which did not intrude on the privacy of interiors enclosed by uncurtained glass. The back of the masonry wall besides sheltering from the western wind also contains a barbecue fireplace. Further screening is provided with grape stake fences and planting. Except for the raised planting beds the enclosure is paved with brick.





# TWO FAMILY RESIDENCE

**NORRIS M. GADDIS, *architect***




This building was designed to provide both a home and income for the owner. The objective was to achieve an efficient plan arrangement in a simple, economical building, with a relatively small floor area. The elongated shape and the diagonal stair-hall resulted from the narrow (60') lot and the space required for the turning radius to the basement garage. The stair-hall serves economically as both service and public access, with separate entrances effectively segregated by the projecting wing wall screen. The first and second floor apartments are identical, thus permitting economy through repetition of elements and dual use of plumbing stacks.

The middle-western climate ranges from extreme cold in winter to hot, sultry summers. The bedrooms are located to catch south-west summer breezes, and the living-dining area is placed on the view side. Despite the architect's inclination to open this end completely to the view, window openings were held to reasonable limits due to the cold north-west winter winds.

The diagonal direction established by the stair-hall is carried in to divide the living-dining room into well-defined use areas, also providing an efficient, triangularly shaped kitchen. The north-east, south-west wall offers a long diagonal dimension, creating an illusion of spaciousness. However, the floor area of each apartment, exclusive of stair-hall, is only 920 square feet.

The central circulation scheme permits direct access to any area of the house without disturbing the use of other rooms. This feature makes for convenience and easy housekeeping, especially where active children are to be considered. The basement grade door provides convenient access to the drying area, driveway and children's play yard. The basement garage is sufficiently large to store wheel toys and garden equipment, in addition to two cars, and the children enjoy the use of the extensive paved area for vehicular play.

Despite the desire to economize, many built-in amenities were included, much appreciated by the tenants. These include a kitchen-dining sliding pass window, fold-down kitchen table, clothes chute from each apartment, desk and pigeon-hole file, sliding-shelf linen closets and generous storage.

ARCHITECTS:

SPAULDING, REX AND DeSWARTE .
J. R. DAVIDSON . . . . . .
WURSTER, BERNARDI AND EMMONS
RALPH RAPSON . . . . . .
CHARLES EAMES . . . . . .
EERO SAARINEN . . . . . .
RICHARD NEUTRA . . . . . .
KEMPER NOMLAND . . . . . .
THORNTON ABELL . . . . . .
RODNEY WALKER . . . . . .
WHITNEY SMITH . . . . . .

# CASE STUDY HOUSE PROGRAM: PROJECT FOR 1949

As of this moment, in the year 1949, the Case Study House Program has, with some success and a few happily forgotten agonies, produced the majority of the projects undertaken. Of the projects proposed, 9 have been built and shown and 5 are in various stages of construction which will, we hope, come to happy conclusions during the present year.

We have worked with a conglomerate of what we consider the best architectural talent available to us, and in most cases we feel that the results have been as successful as any of us have had a right to expect. In the early part of the Program, which began in 1945, we were beset with every known difficulty and anxiety. It no doubt would have been wiser to postpone the entire project, but we felt that through our own active participation we might develop a more acute understanding and awareness of the difficulties of those who were undertaking the precarious business of building anything. And so we feel like old China-hands in the business of residential construction, having lived through all the pre-fabricated headaches that have been an inescapable part of such undertakings since the end of the war.

Gradually we have seen the painful reorganization of the materials market and the adjustment of those many complicated factors that go into the making of a house. We have, of course, learned many things, some of which we would unhesitatingly repeat and many, many that we would avoid like the plague. However, we do take some pride in the over-all results and we can only hope that those associated with us through the thick (and through the sometimes very thin) of it feel that the whole project has come off rather well in a good productive sense.

A great deal of credit must be given to the architects who worked with us through the long difficulties, and particularly to those whose proposed houses have not been built for the many reasons over which neither they nor we could exercise any real control.

It was, as we have stated, our objective to undertake buildable houses that would make some kind of sense under the turbulent conditions of the pre-war market. We very soon realized that some of the projects we laid out for ourselves could not be justified on the basis of "the life is real life is earnest" demands of material shortages, code difficulties, real estate hysterics and the reluctance of certain of those who undertake financing.

In all, the first part of the Case Study House Program has sponsored and arranged for the public showing of 14 modern houses, most of which we feel are good, some of them even brilliant. We leave our detractors to name those that they consider indifferent. And, having come this far with it, we feel that we have proved our point to the extent that we need no longer be so ambitious as to numbers.

Therefore, we now announce that we will undertake to sponsor, under the Case Study House Program, one house each year in which we will attempt to considerably enliven the controversy as to what constitutes a good and realizable living arrangement for the human animal.

Case Study House 1949 is, at the moment, under construction and for a short time will remain under wraps. Subsequent issues will carry general plans and details which we hope will be informative and interesting to our readers.

HERE IS CASE STUDY HOUSE 9 UNDER CONSTRUCTION. A STEEL FRAME BUILDING THAT IN THE EARLY STAGE REFLECTS CLEARLY THE STRUCTURAL SYSTEM EMBODIED IN IT. AS IS OFTEN THE CASE IT HAS IN THIS STATE AN ESTHETIC QUALITY ONE WOULD LIKE TO PRESERVE.

The Republic Steel Company's open web joists have clip angles that frame into the steel beams.

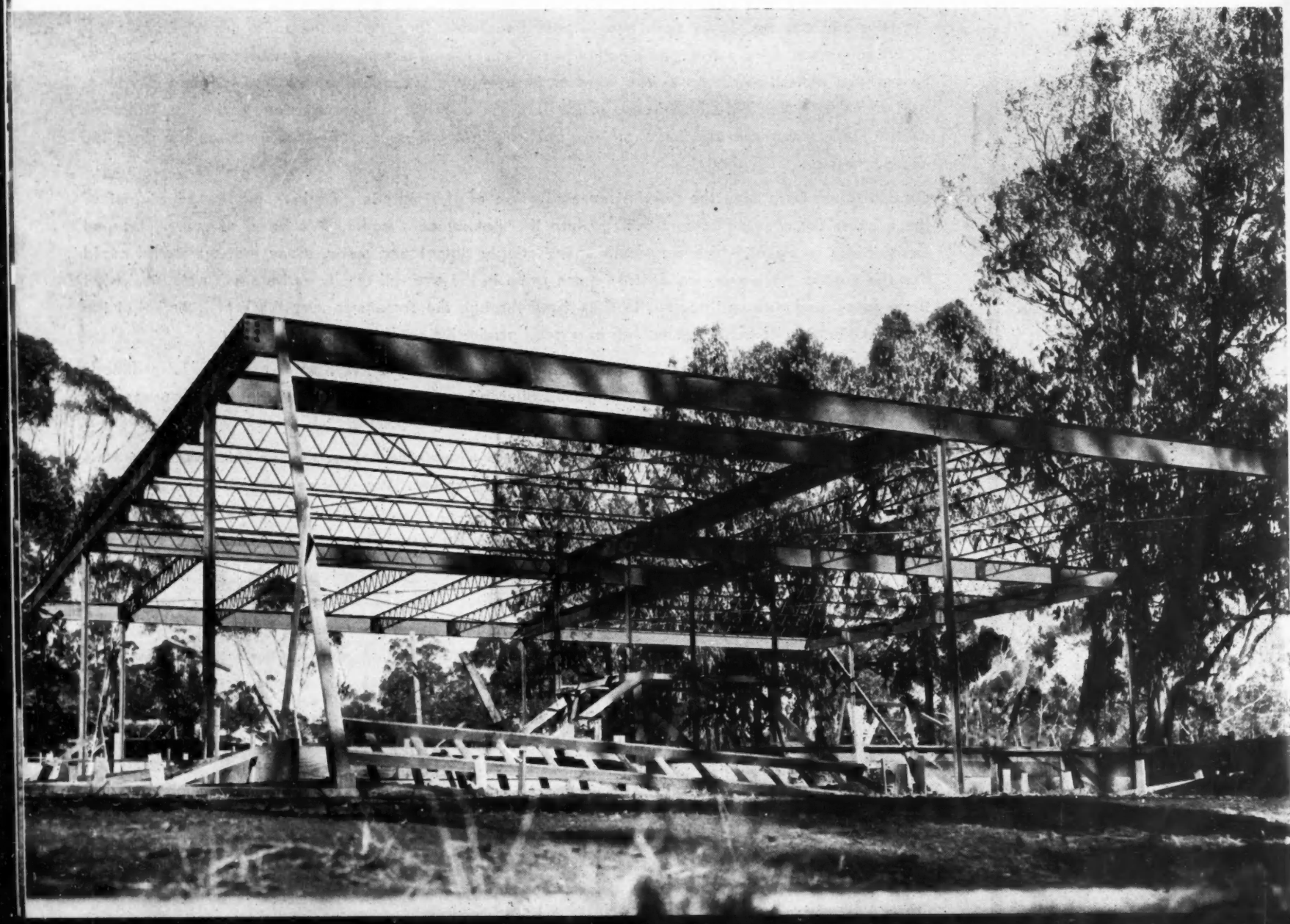
The Ferrobord steel decking not only forms the roof, but also the solid side walls and interior partitions.

Metal lath is tacked to the open side of the Ferrobord and it is plastered to complete the steel and plaster 2¼" interior partition.

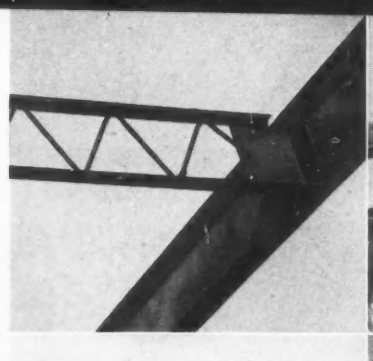
The roof system is independent of walls and partitions.

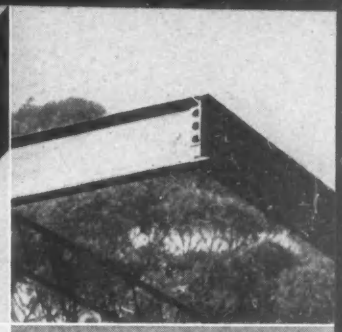
The firm that has the general contract for these buildings consists of three young men Lamport, Cofer, and Salzman who were together throughout the war in Africa, Italy, and France. It was during this association that they planned their organization and developed a working policy to undertake construction of the best contemporary design.

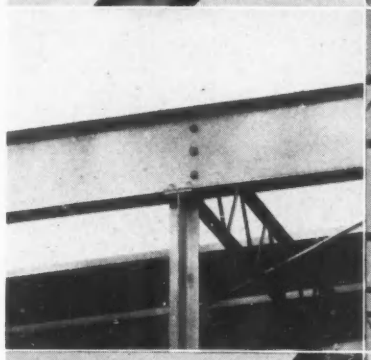
# CASE STUDY HOUSE NO. 9 UNDER CONSTRUCTION

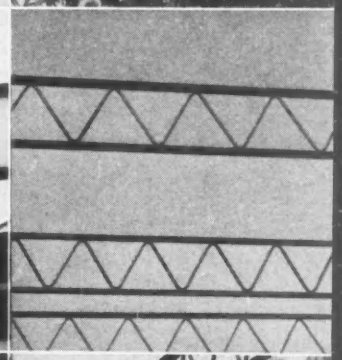




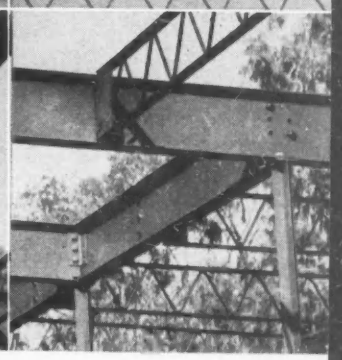




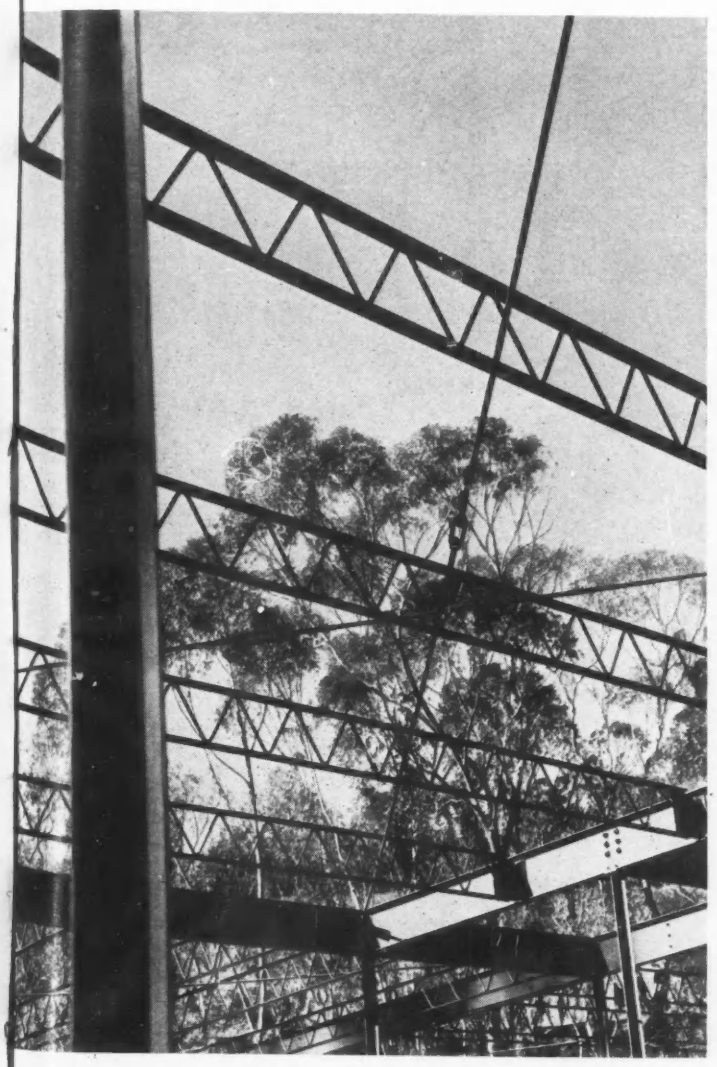


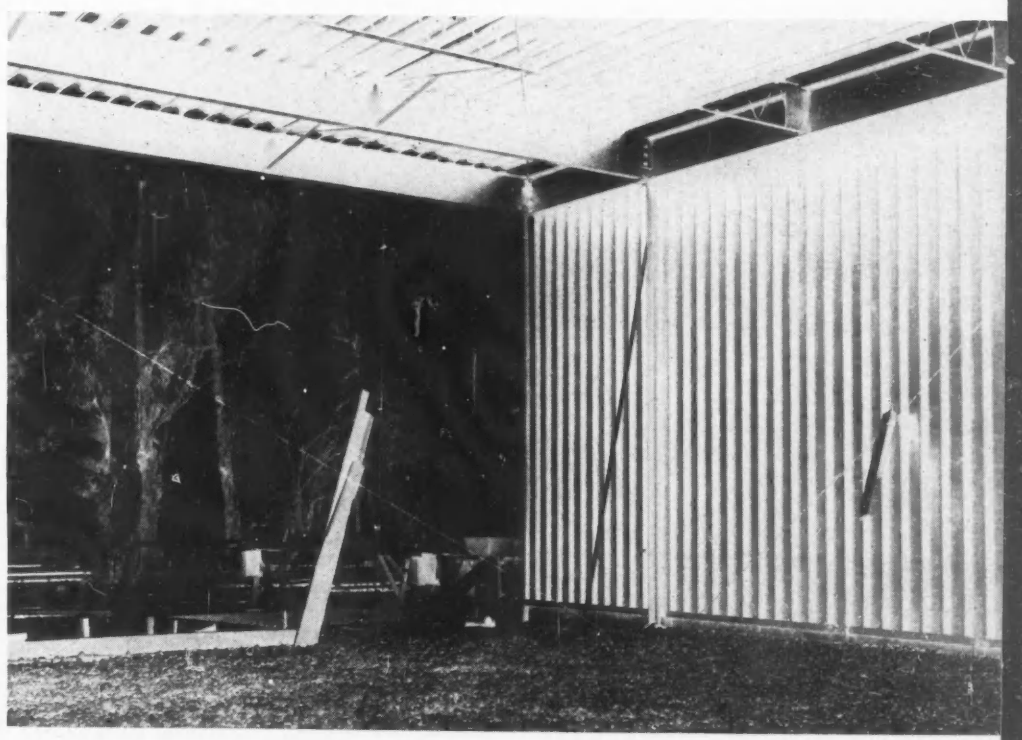






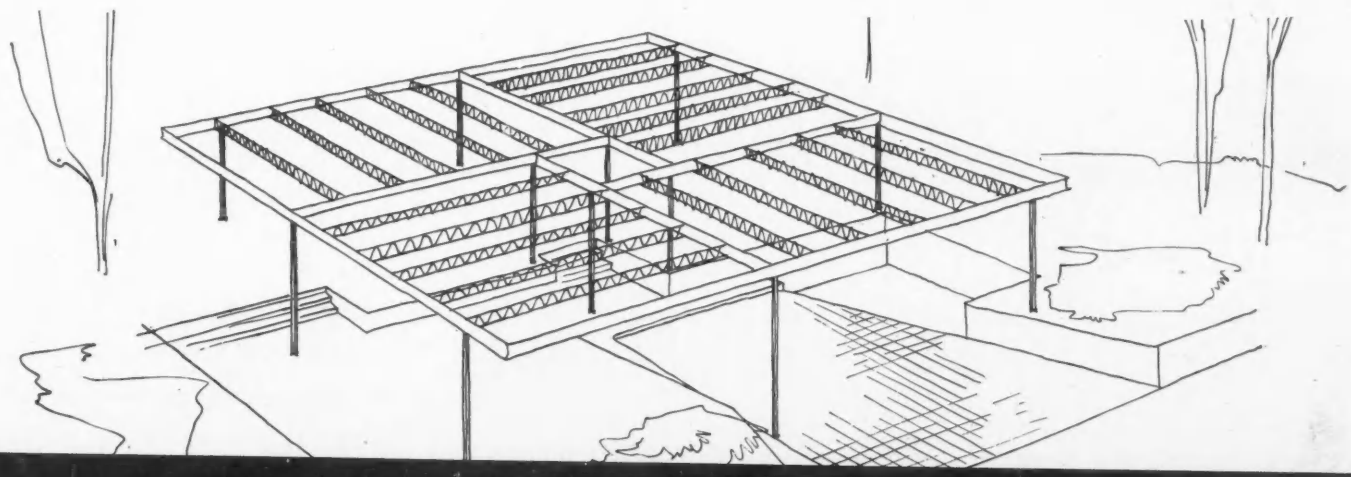
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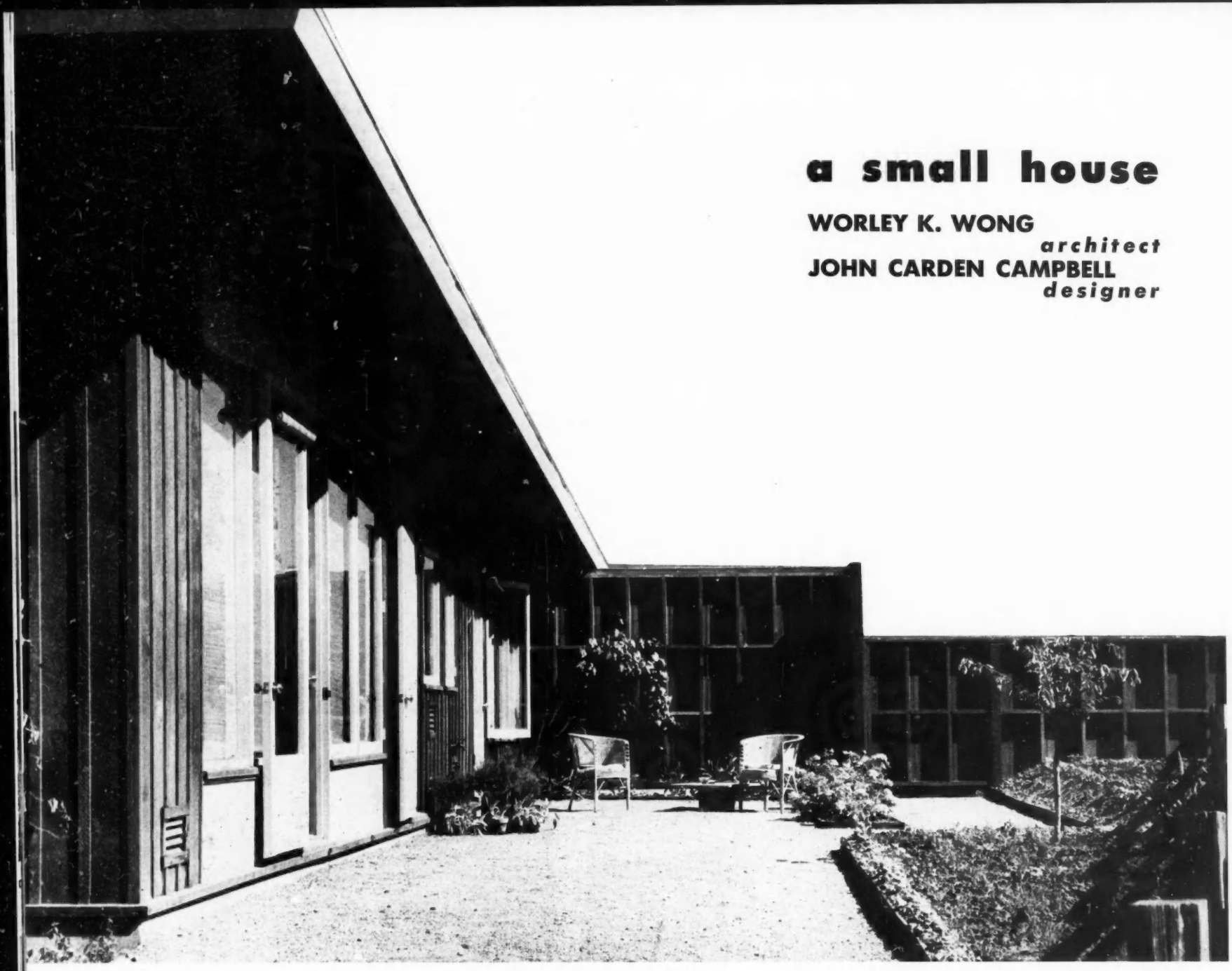
charles eames and eero saarinen, associate architects

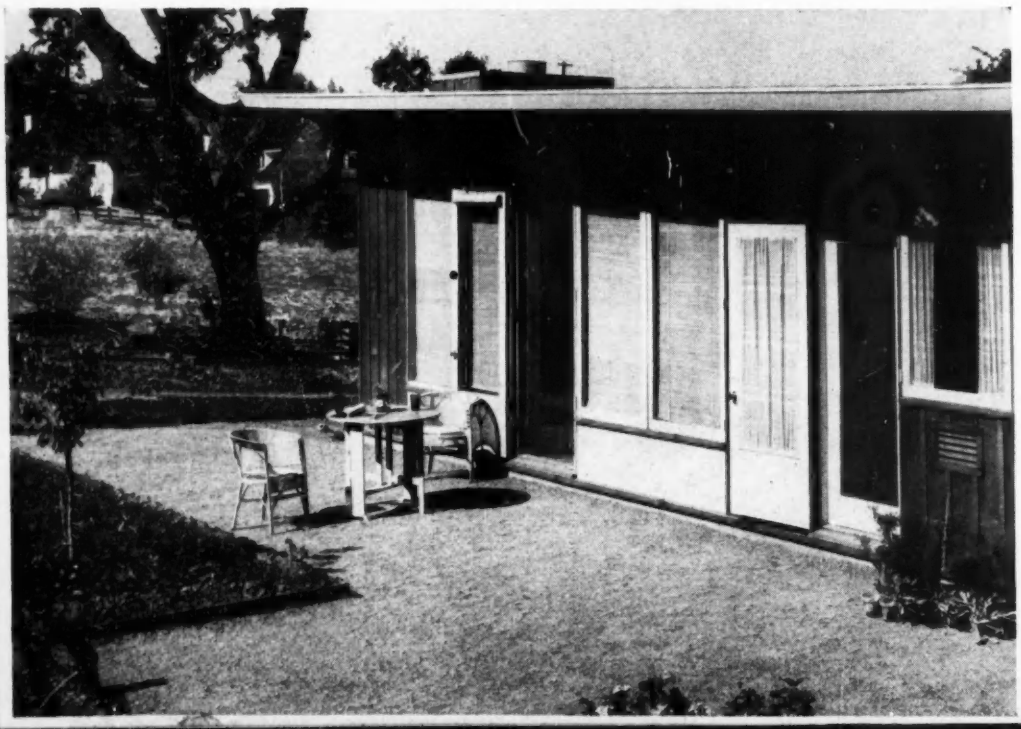
edgardo contini, consulting engine



# a small house

**WORLEY K. WONG**
*architect*
**JOHN CARDEN CAMPBELL**
*designer*

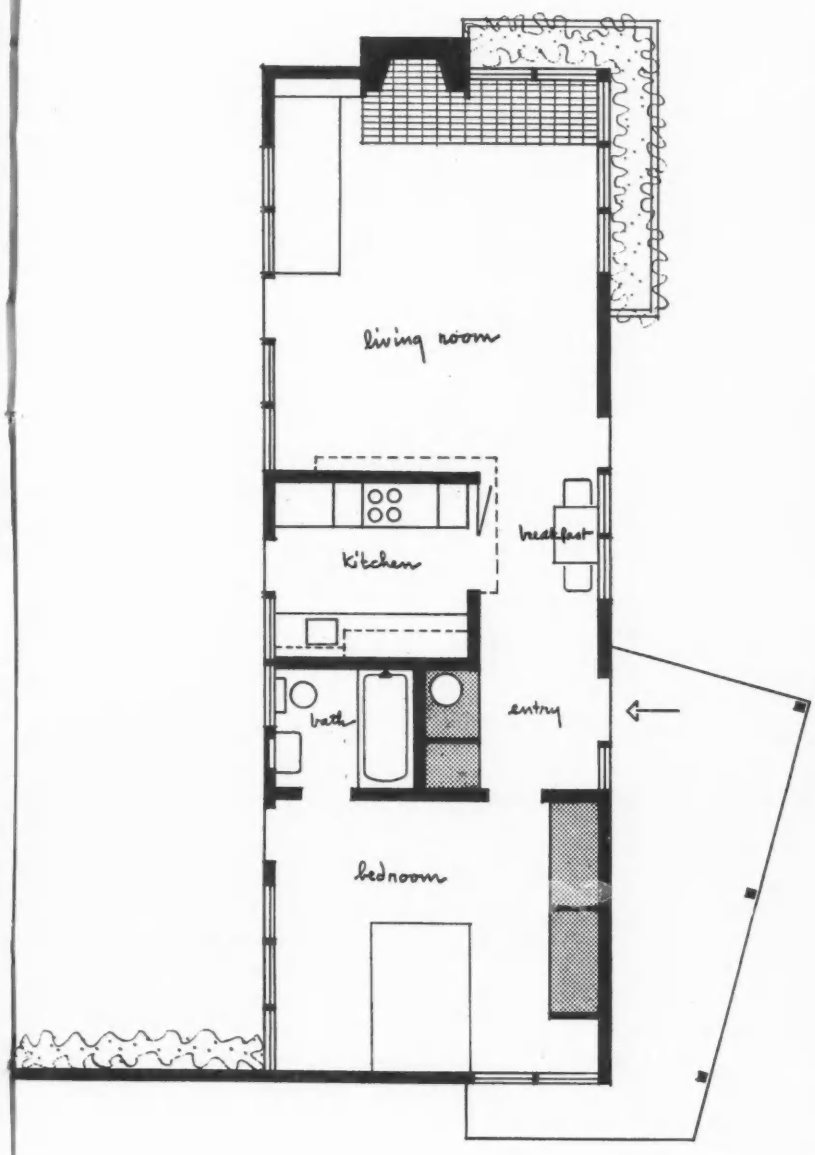




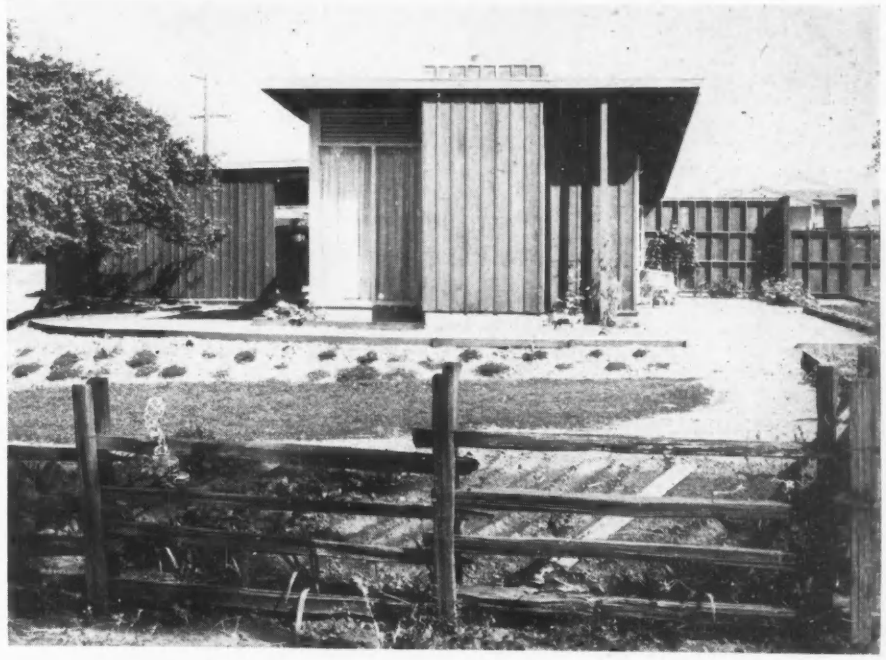
This house was designed for a young couple interested in photography and landscape planning. Inasmuch as a great deal of outdoor living is contemplated, emphasis has been placed on doors to terraces from all the rooms. The entire approach to the project has been based upon the utmost simplicity.

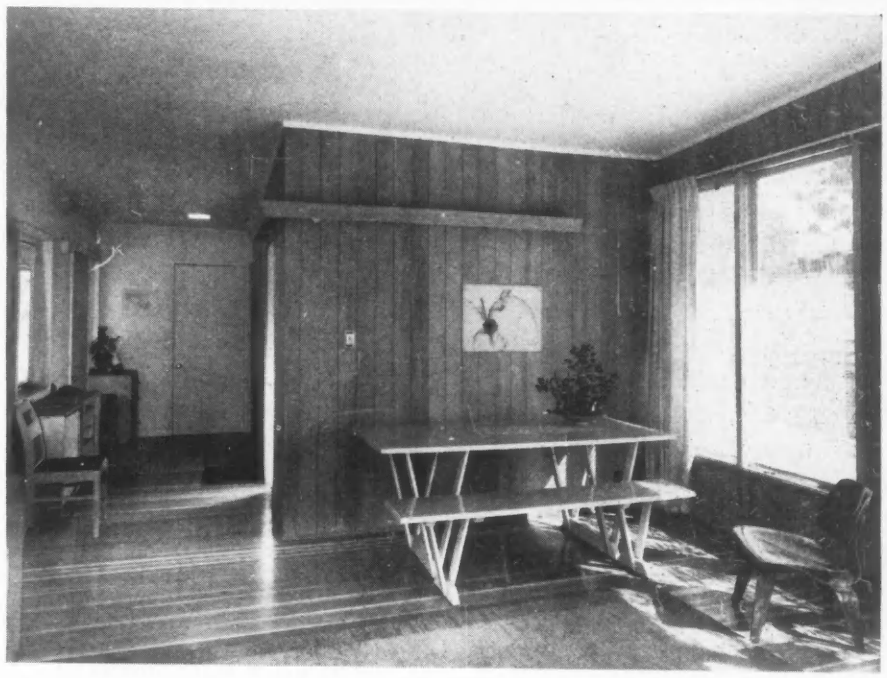
While all the immediate needs of the clients are satisfied future expansion has been planned which will add a darkroom, a small office and a larger main bedroom.

Inexpensive materials have been used generally throughout the house. The exterior is board and bat; the interior is sheetrock with the exception of the sparing use of redwood for texture and variation in the living area.




FLOOR PLAN





photographs: Andrew Christensen, Jr.





# the historical sequence of art

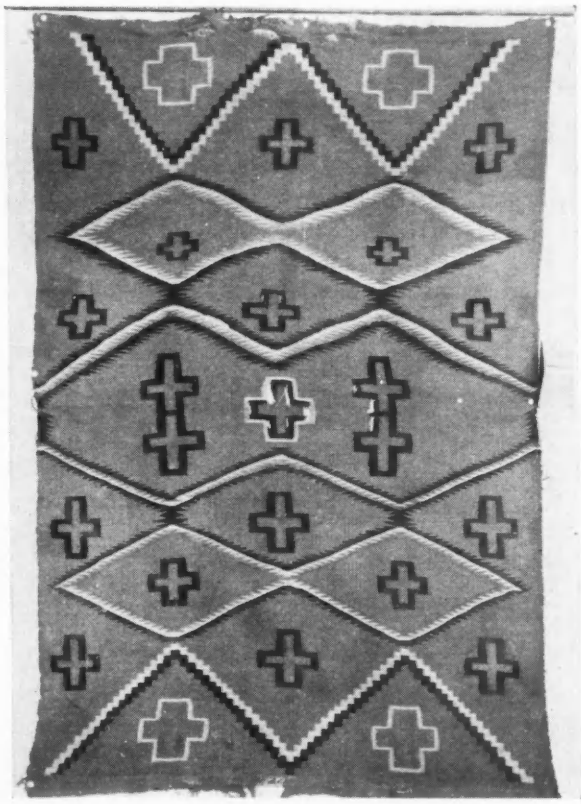
**Jarvis Barlow, *associate director***
***Modern Institute of Art***

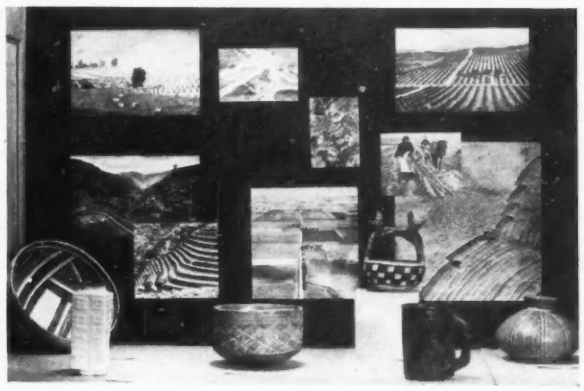
It is true that art affects everyone daily, directly or indirectly and, significantly enough, it is abstract expression with which people come into the closest contact. It is equally true, however, that art in its purest, let us say, museum expression, affects only a comparatively few people, unless it is offered according to a formula or within a framework that constitutes an ensemble sufficiently provocative and appealing to excite immediate attention. If this condition is present, then the basis for an appreciation and enjoyment of art, where no attempt is made to compromise the idea of the qualitative, can be continually broadened.

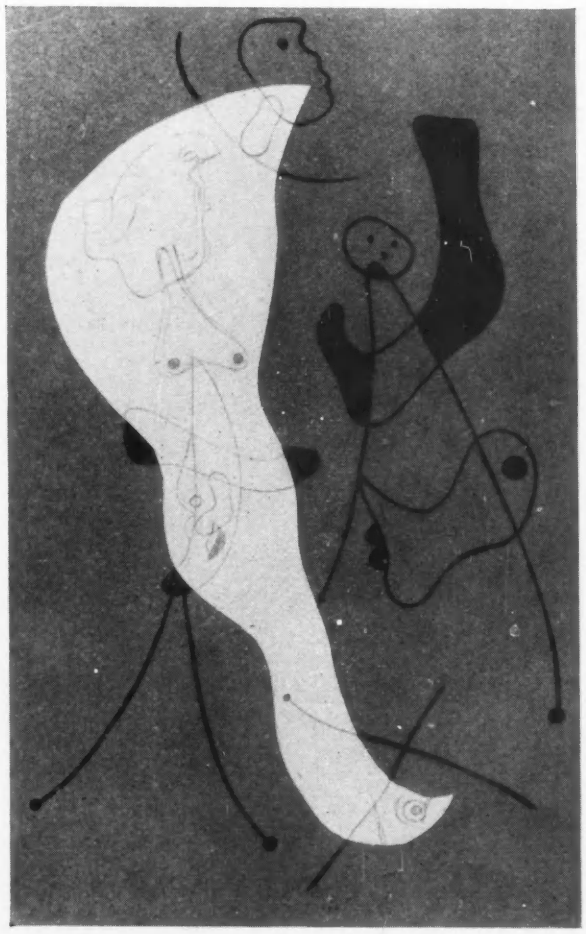
Obviously, there are as many possible formulae as there are creative human beings capable of imaginative and convincing presentation. It might be, for instance, that an historical sequence would arouse, by focusing on attributes similar, let us say, both to medieval and modern art-forms and artifacts, (apropos, it is a curious fact that so many persons, without realizing the implications, consider medieval art **closer** to them than modern!) Again, what might be a more dynamic approach would be to relate both historical and contemporary expression, and in turn underline their relation to more obvious concerns of daily life: Architecture (housing and what goes into the home in the way of furniture, appliances and the like), ornamentation (objects of personal adornment), instruments (tools), textiles and textile design (clothes), which absorb the thoughts and emotions of all.

Now, without wishing to imply that this field covers its entire activities, it is along the above lines that the Modern Institute of Art in Beverly Hills is proceeding. And certainly to this procedure might be applied, without apprehension or fear, the word "modern" which implies primarily an up-to-date method of presentation. Thus the term loses whatever stigma is attached to it by so many people.

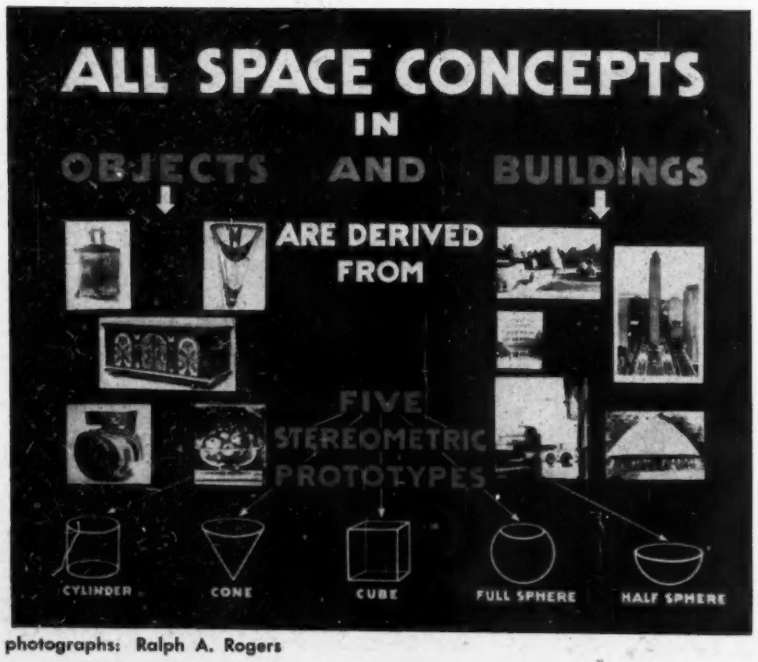
An illustration in point is the recent exhibition including thirty years of Paul Klee's work displayed in conjunction with two thousand years of Coptic, Persian, Chinese, European and Peruvian textiles. Another example, even more comprehensive and still more recent, is "Roots of Contemporary Art." Both exhibits,







Illustrative material courtesy Modern Institute of Art, Beverly Hills



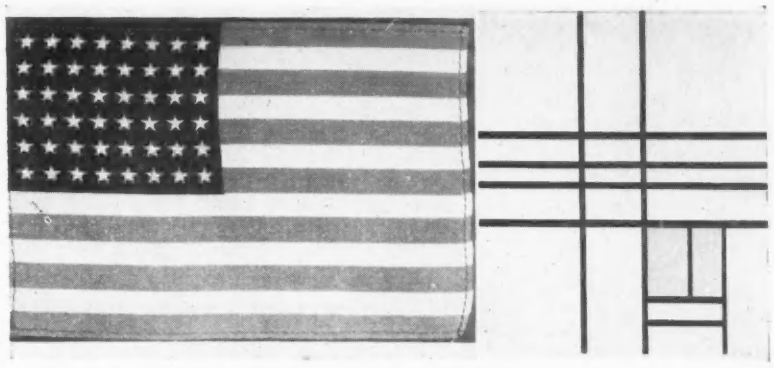

photographs: Ralph A. Rogers

explicitly historical, employed ancient art objects in juxtaposition with Modern. In the latter exhibition, where full use was made of diagrams and photographs, early Chinese, Egyptian and pre-Hispanic material was displayed along with American Indian, paintings by modern American and European artists, objects of everyday use and so on, the principal purpose being to bring out the fact that the abstract concept is not one limited temporarily or geographically, and not isolated, but rather an ageless, universal phenomenon.

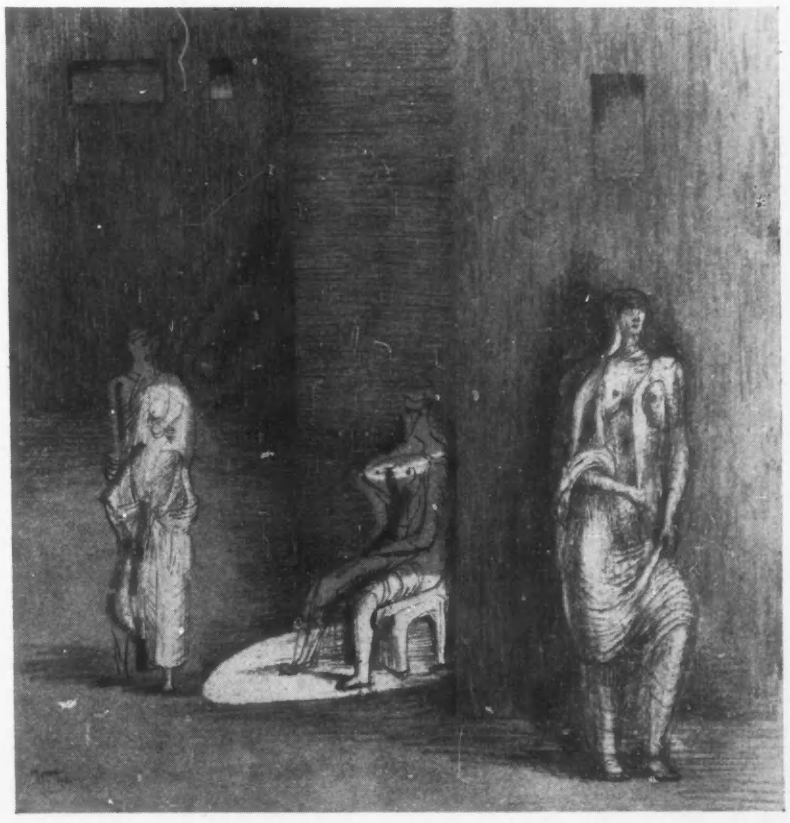
While the accent is on the educational and informative, such exhibits constitute an ideal adventure by their very arrangement, leading many an observer into new lands. It does not require any great amount of training or discernment under such circumstances to make a discovery which, if applied to the ordinary world about us, reveals an exciting content, meaning, a "new look." Nor does it take much perspicacity to realize that what are so often considered the quirks of modern creative men, such as distortion, exaggeration and abstraction, have been practiced by artists from time immemorial.

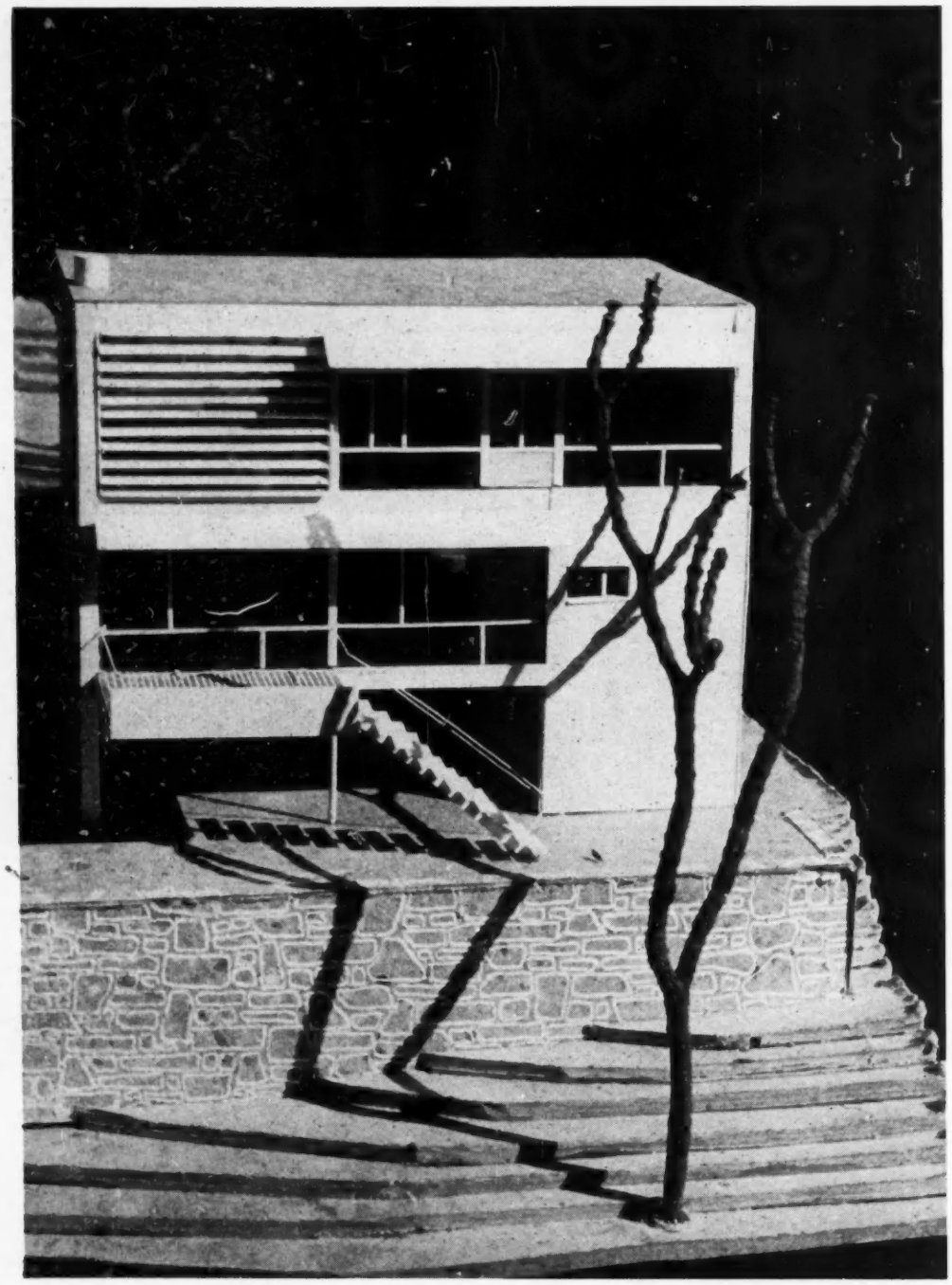
We are here face to face with creative content, not merely interpretive, and that means dealing primarily with projected ideas and emotions rather than natural, external phenomena. The exigencies of such projections produce a variety of forms. The discovery of recurring formal elements may involve derivation or, on the other hand, simply affinity.

It might be said that were not the scientific, objective visual habits almost second nature by now, we should in fact perceive precisely the truly formal elements that constitute the great difference between natural condition and the man-made world. In this connection, the Parthenon of Greece would serve as an illustration: it has been repeated that one of its peculiar glories is the fact of its being "so much a part of the landscape," that is, of natural condition. In none, save perhaps material sense, is this true. Of a man-made order, the Parthenon stands out strikingly in all its severe mathematical proportions against any natural condition. Again, on the other side of the Mediterranean, the same is more obviously seen in the Pyramids of Egypt. In both instances, we meet with audacious beacons of an abstract, man-made order. Illustrations could be multiplied ad infinitum. Suffice it to conclude by citing a small but highly important group of objects from the "Roots of Contemporary Art" exhibition, a group that points up the universality of the abstract-concept through the ages, conspicuously and convincingly: the flags of the nations. Our own is a perfect example, composed as it is of horizontal lines and stars. No Mondrian painting was ever more abstract.









The house will be located between others on a narrow site sloping steeply north toward a sea inlet. A twelve-foot high rock ledge cutting across the site remains untouched, with the house being placed below and approached by a bridge. The open carport remains on the upper part off the road.

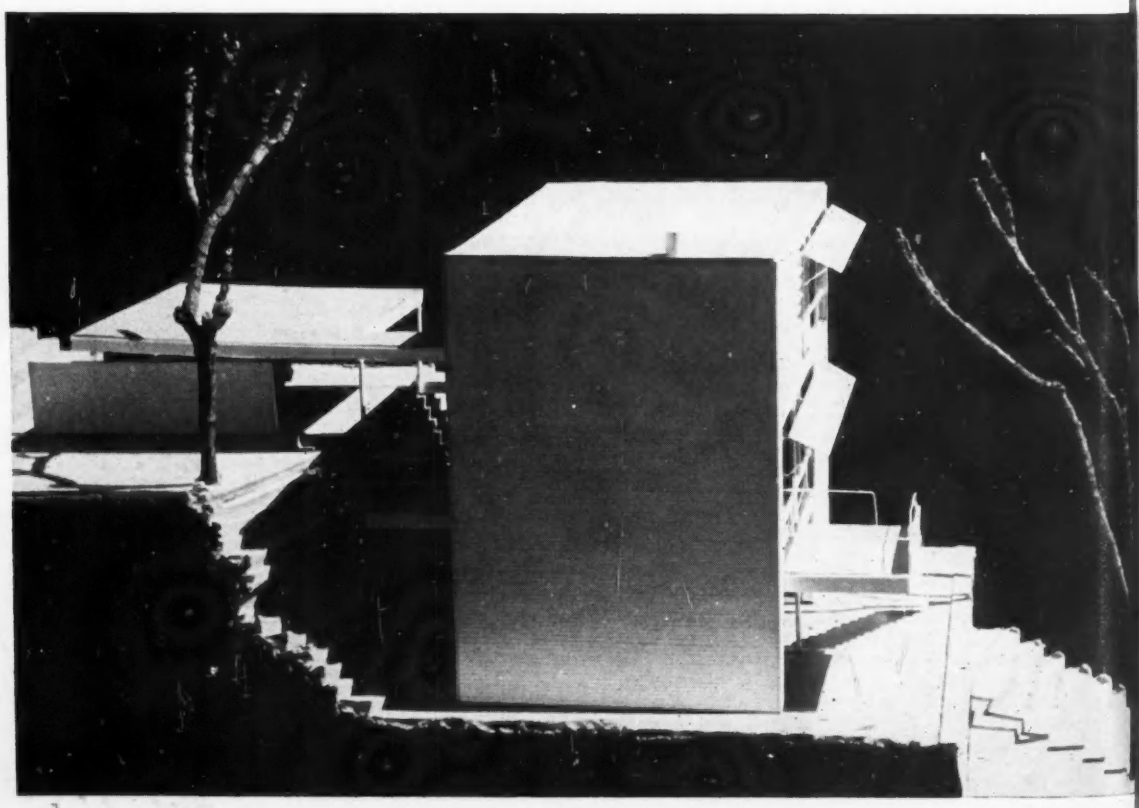
To gain privacy, sun exposure and view, all main rooms open towards the north. The living area (entrance, dining, living, music) is entirely open, with the stair and furniture freely placed. This horizontal openness is continued vertically with part of the living space carrying up into the second floor study, which becomes a balcony.

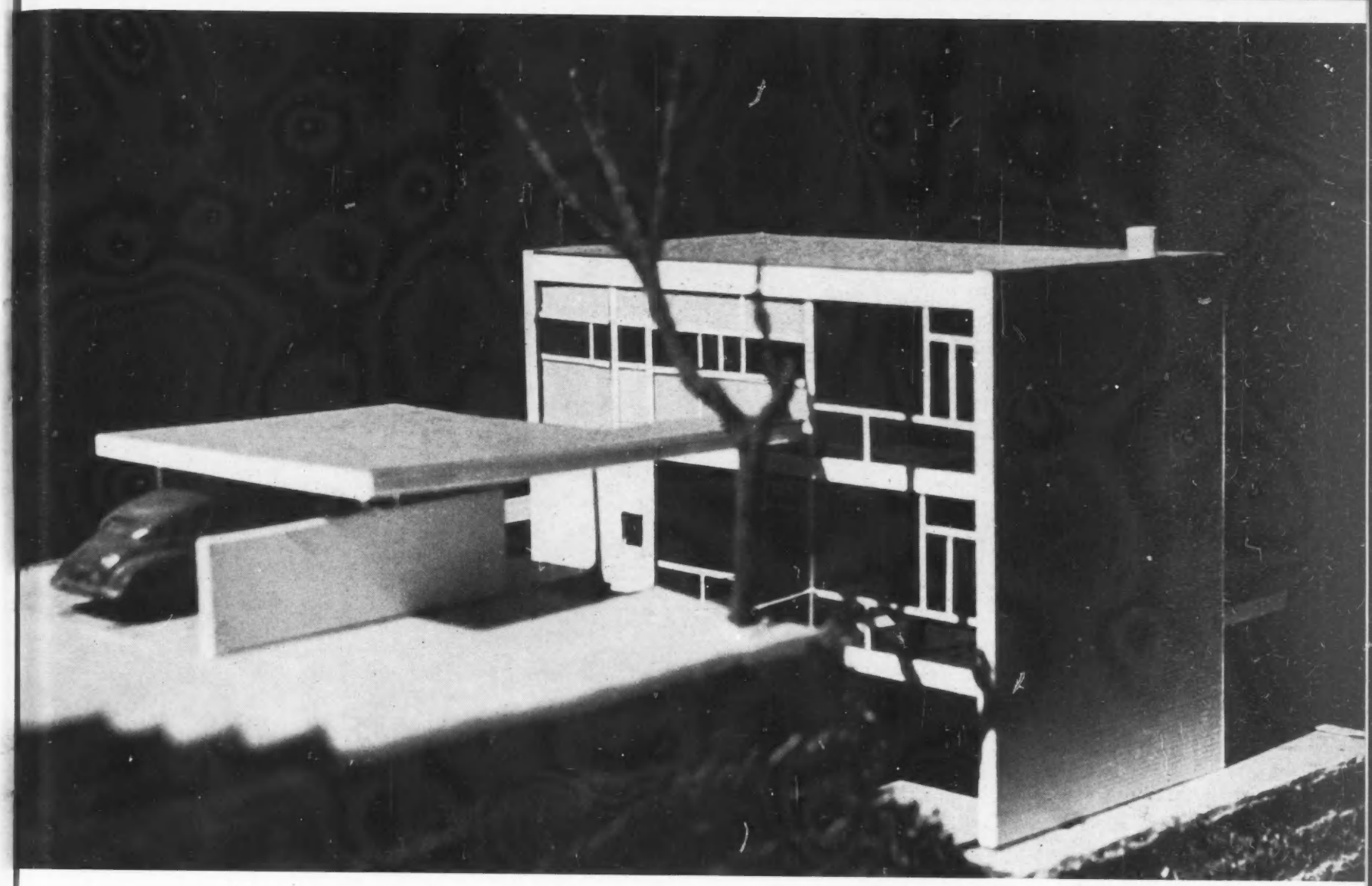
Sun protection: fixed sloping awning type projections on all north exposed glass areas with a series of fixed horizontal louvres for the upper part of the living room.

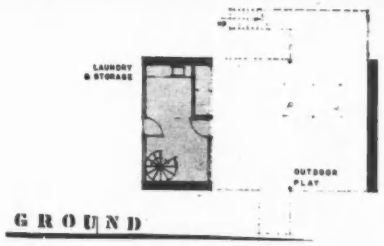
Construction: brick (demanded by local by-laws) painted white, light steel beams and columns. Wood floors. Glass in fixed wood frames with opening steel casements. Some areas in these wood frames are solid — using bright colored glass on the exterior.

# suburban house in australia

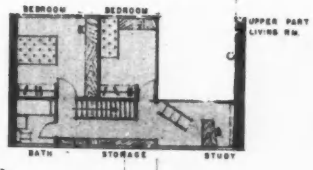
**harry seidler**
architect





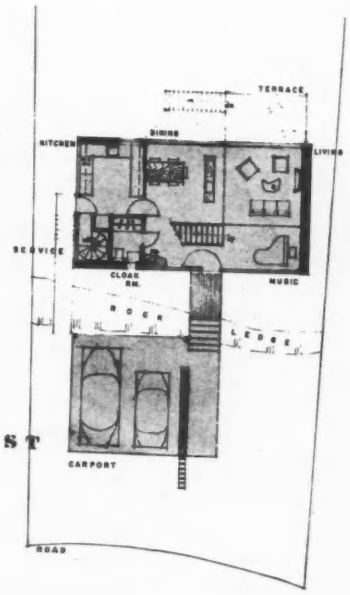



GROUND

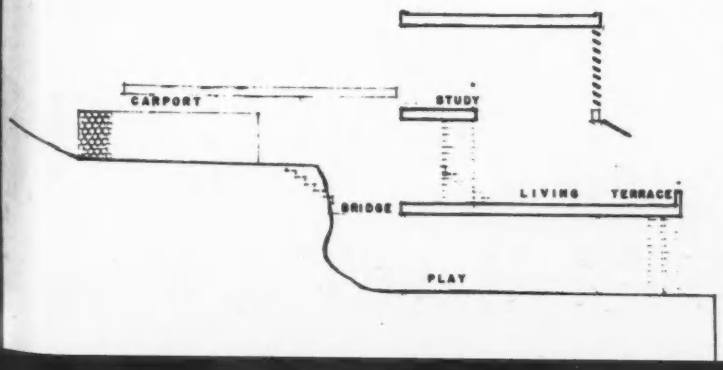


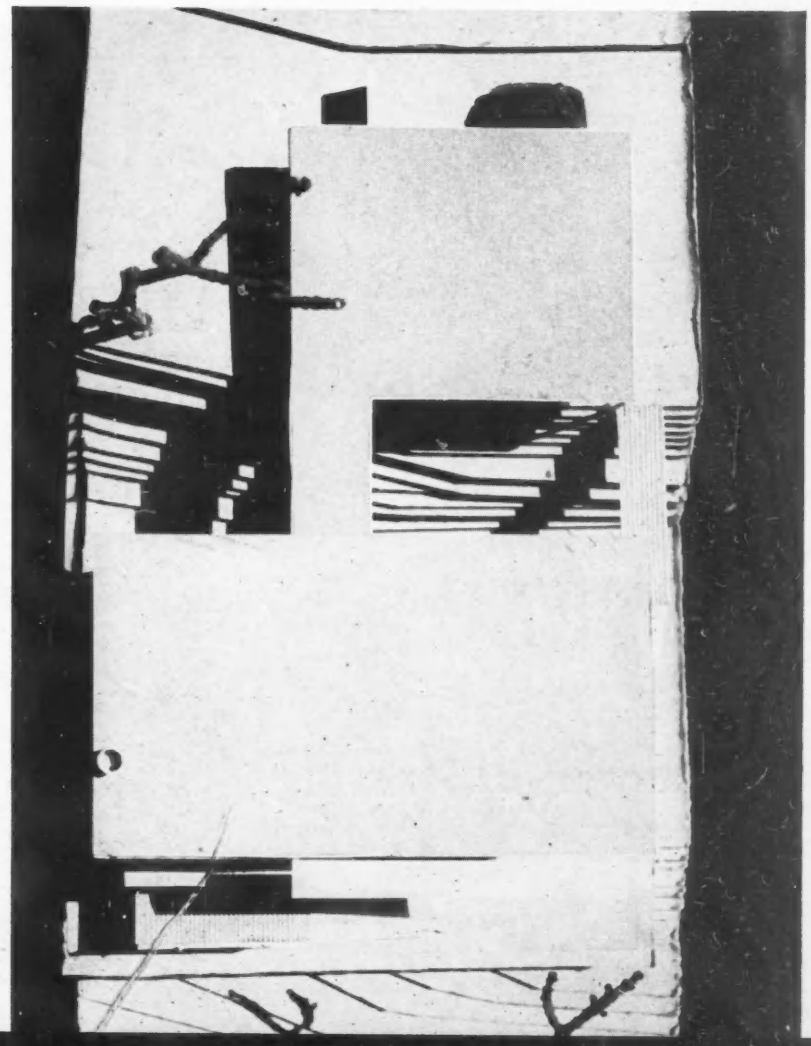

SECOND

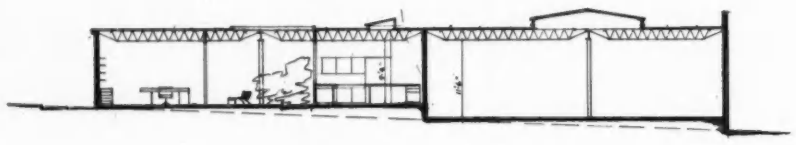


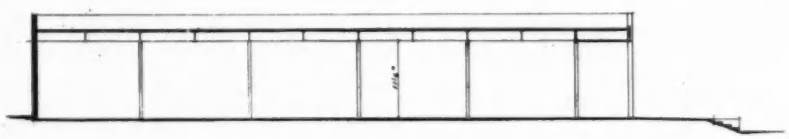

FIRST



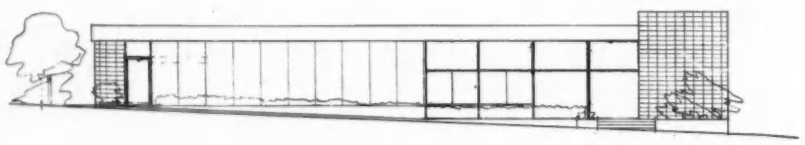





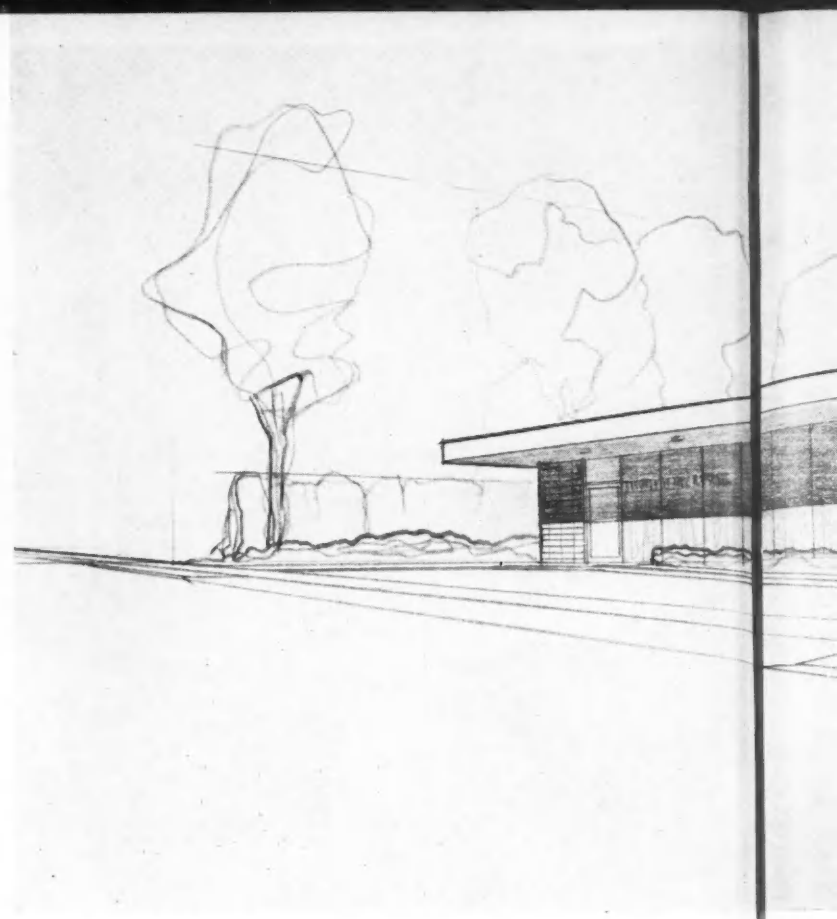
CROSS SECTION



LONGITUDINAL SECTION

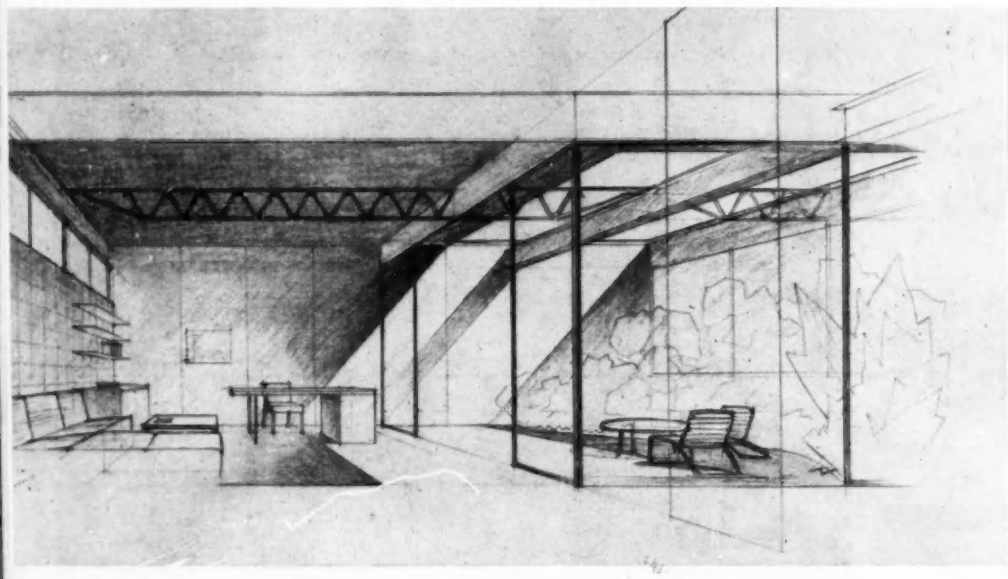


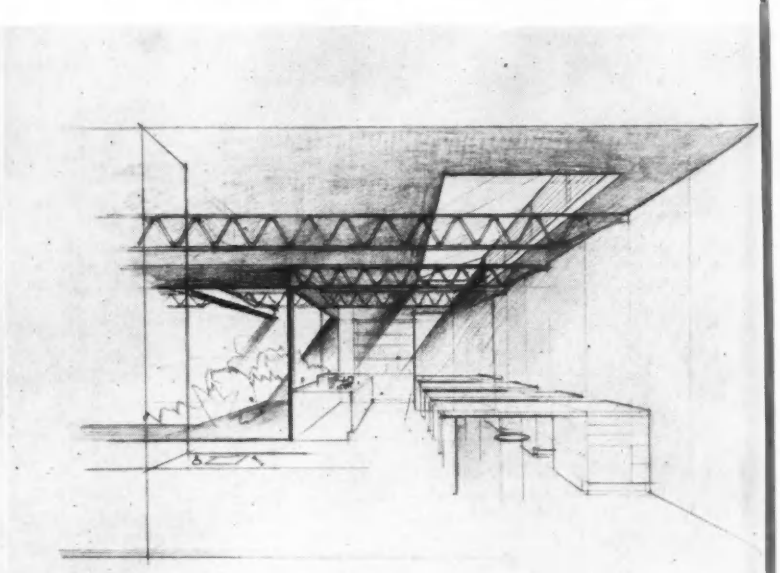
FRONT ELEVATION

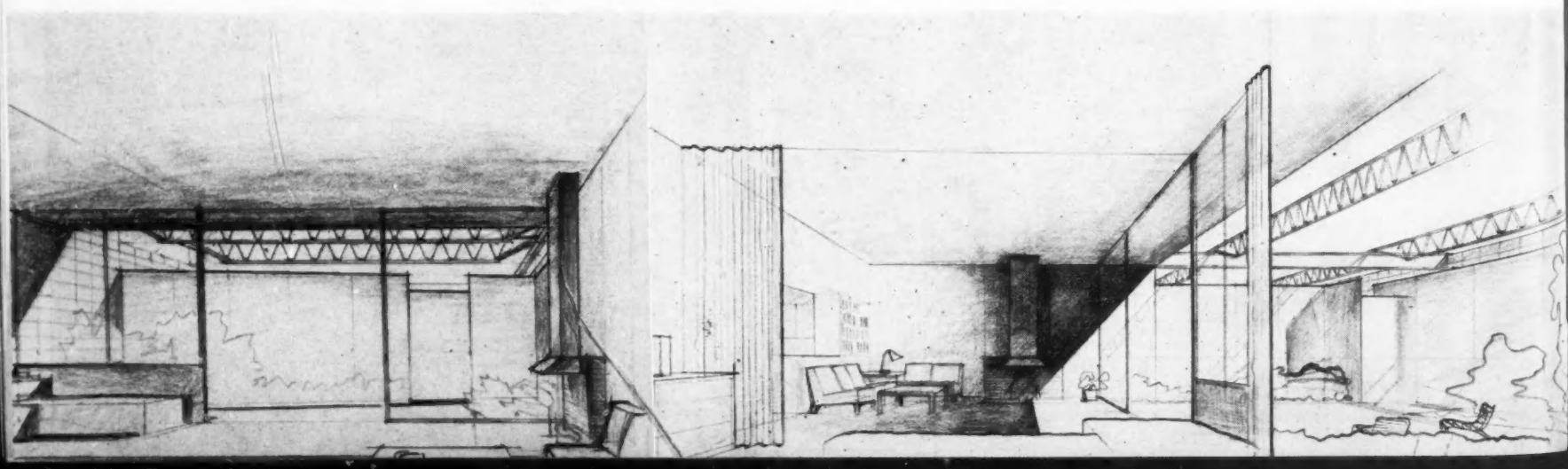


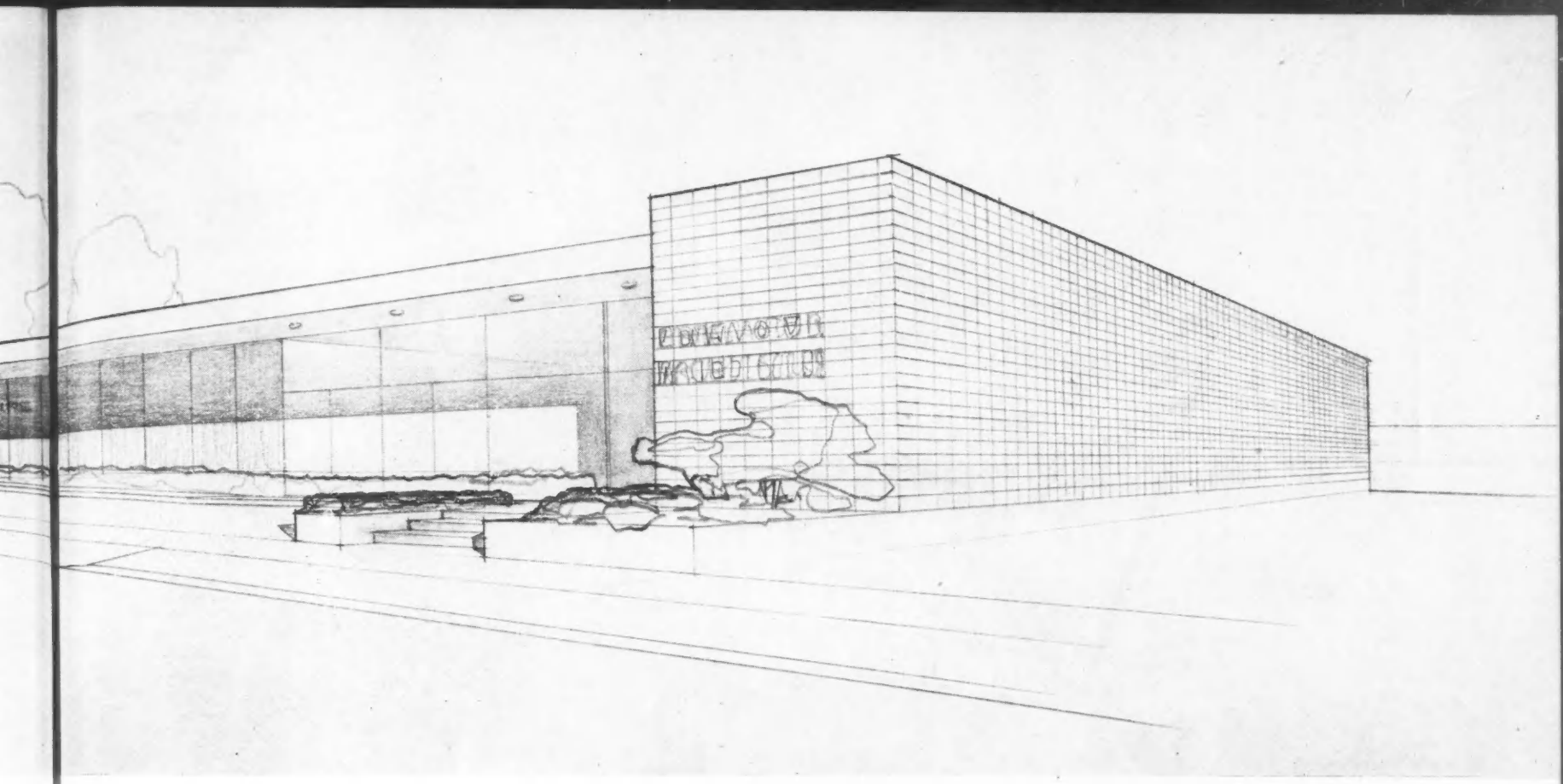
# OFFICE BUILDING

**THORNTON ABELL,** ***architect***





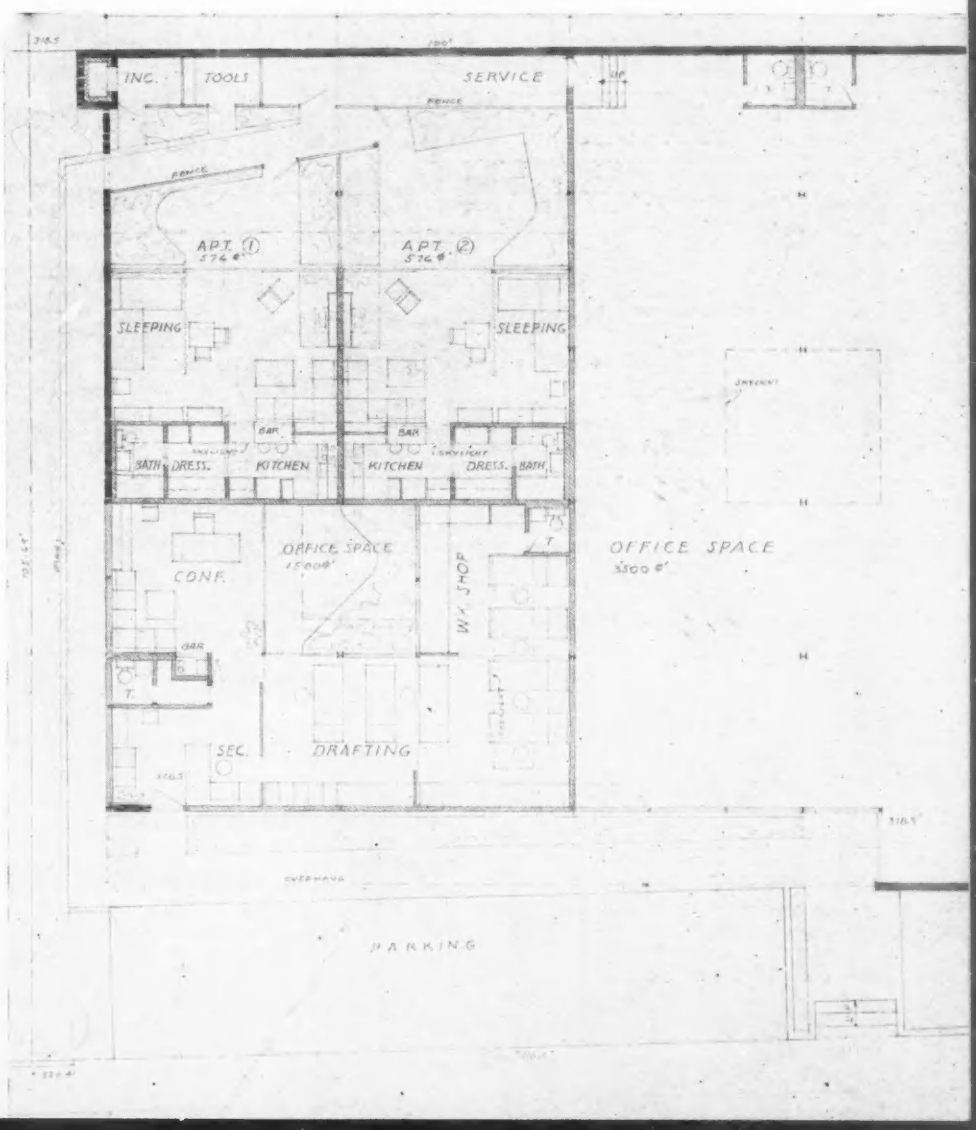




Requirements: Office space for the owner-architect, maximum rental office space and two small apartments.

The property is located at the edge of a restricted business zone in a rapidly developing neighborhood center. Entrance is from a side street just off a main boulevard, permitting easy parking and access to public transportation on the boulevard. Adjoining the property on one side is a residential zone.

Even more important than the immediate space requirements, it is necessary that the building be flexible. All interior walls are non-bearing, dry construction, to permit re-subdividing into other spaces or into one space without undue expense. As a result, the property line walls are an unbroken masonry enclosure of light-weight concrete units, exposed inside and out. The roof construction is exposed and is a flat system of steel beams, steel joists and decking supported on steel columns. Where skylights and patios occur, curbed openings are provided in the decking but the framing continues through. If at some future time, it is desired to close these openings, the steel decking can easily be extended. Glass areas are composed of fixed and sliding units in aluminum frames. Part of the street front is enclosed with filler panels. If some future use should require an entirely open front, the structural system will permit it.

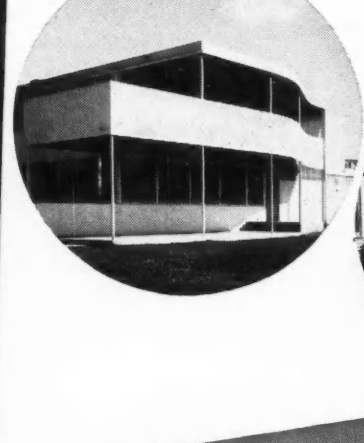


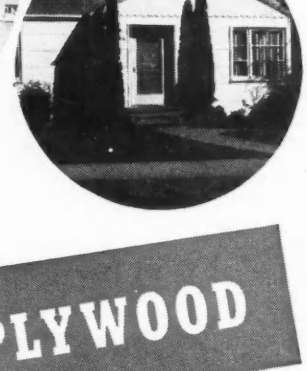


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**PLYSHIELD** is the new grade name for the outdoor type plywood panel formerly known as Sound 1 Side Exterior-type (So1S-EXT-DFPA). It has a face of "A" veneer, a back of "C" veneer, and is bonded with completely waterproof resin adhesive.

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EXT-DFPA·SHEATHING·C-C
(Exterior Sheathing)

EXT-DFPA·CONCRETE FORM·B-B
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# merit specified

THE CASE STUDY HOUSE PROGRAM OF THE MAGAZINE

# arts & architecture

Work has been started on the selection of products which will be used on a merit specification basis in Case Study House 1949, the first of the CSHouses the magazine ARTS & ARCHITECTURE will build in its one-CSHouse-a-year program, announced in this issue. Following are the first of these products so merit specified. Further information on them, and information on products to be chosen later, will appear in succeeding issues during the planning and building of CSHouse 1949.

**The Blackstone Corporation** — CSHouse 1949 will be equipped with a complete Blackstone Combination Automatic Home Laundry, which will consist of three matching units automatically handling all necessary operations of laundering—washing, drying, and ironing. Made by the oldest washing machine manufacturer, these units are exceptionally well designed and have earned the highest ratings for performance.

**The Celotex Corporation**—Celotex home building materials have been chosen for use, wherever such materials are called for, throughout CSHouse 1949. Among Celotex products so specified are Celotex insulating lath, Celotex plaster, Celotex rock wool, Celo-ok gypsum wall board, and Acousti-Celotex. Other Celotex products which will be used in CSHouse 1949 will be announced in later issues of ARTS & ARCHITECTURE.

**The Payne Furnace Company**—Heat for CSHouse 1949 will be provided by a Payne Forced Air Furnace. This manufacturer makes a complete line of heating units enabling the architect to select the specific unit which will do the best job in the specific house. Payne engineers and the architects who designed CSHouse 1949 are now in conference, and the specific Payne unit or units chosen will be announced later.

**The Formica Company** — All horizontal working surfaces in CSHouse 1949 will be of Formica, which is a colorful cigarette-proof, heat and abrasion resistant decorative laminate. By far the most used product in its field, it is not marred by fruit acids, alcohol, boiling water or mild alkalies. Special features will be Formica "Vanitoriums," Formica-surfaced Pullman-type counter-lavatory combinations in the baths.

**The Sunbeam Corporation**—The kitchen of CSHouse 1949 will be equipped with Sunbeam Kitchen Appliances, including a Sunbeam Mixmaster, a Sunbeam Toaster, a Sunbeam Wafflemaster, and a Sunbeam Ironmaster. In each bathroom will be a Sunbeam Shavemaster, and on the lawns will be Sunbeam Rainmaster Sprinklers. Similar Sunbeam appliances were merit specified in all earlier CSHouses.

**Republic Steel Corporation**—CSHouse 1949 will be on "all steel" structure, and all steel members for structural use were chosen from materials manufactured by the Republic Steel Corporation, its subsidiaries and divisions. Republic structural steel materials specified include open-web joists, ferro-board siding, and steel closets and closet doors. The entire CSHouse will be framed with steel.

**Berger Manufacturing Division**, Republic Steel Corporation: Kitchen cabinets in CSHouse 1949 will be of steel, manufactured by Berger. These cabinets, which are well designed, come in units which permit varied combinations to provide planned work centers. Steel throughout, except the tops, of course, Berger cabinets are noted for the silent operation of their drawers and doors.

**Truscon Steel Company**, subsidiary of the Republic Steel Corporation: All casements in CSHouse 1949 will be standard casement windows manufactured by Truscon. They were chosen because of good construction, ease of installation and operation, and good design.

**Rocklite Products:** Part of the walls of CSHouse 1949 will be built of Rocklite lightweight concrete masonry building units, manufactured from shale by a calcining process whcih results in expanded, individually sealed, rounded products. They are exceptionally strong, but so light that they float in water. Rocklite aggregate is a highly insulative material. The 97 Rocklite modular shapes and sizes will allow for wide choice of design possibilities.

**Grant Pulley & Hardware Company**—All sliding door hardware for CSHouse 1949 has been chosen from the standard items by Grant; Grant drapery hardware and drawer slides also will be used in CSHouse 1949. Grant engineers and CSHouse 1949 architects are now in conference regarding sliding door hardware and other Grant items, chosen because of their record of performance over a period of more than 50 years.

**Square D Company**—A Square D remote control low voltage relay system will be used in CSHouse 1949, instead of conventional light switching, for greater convenience, safety and comfort. Remote control relays will be installed in knockouts of outlet boxes. The relays will be controlled from several conveniently located switches operating on a 24-volt system. Only the circuit wiring will be 120 volts.

**United States Plywood Corporation**—All of the considerable quantity of hardwood plywoods which will be used in CSHouse 1949 will be chosen from the stocks of the United States Plywood Corporation, the largest distributor of hardwood plywoods. Exact selections are now being made and will be announced in a later issue of ARTS & ARCHITECTURE.

**Pryne & Company, Inc.**—CSHouse 1949 will be equipped with Blo-Fan electric ceiling ventilators, manufactured by Pryne & Company, Inc., and especially designed for contemporary architecture. One Blo-Fan will be built in directly over the kitchen range, and another will be used in a special dark room. Blo-Fan was chosen after a search of the field.

**Cannon Electric Development Company**—Steps, patios, walks, driveways and entrances of CSHouse 1949 will be lighted by Cannon Pathfinder Lights. Pathfinder lights a below-knee height, and are installed by means of an anchor-spike driven into the ground, then hooked up in relays. They can be controlled from a number of switches; they have been used in all of the earlier CSHouses.

**Chicopee Manufacturing Company** — All screening in CSHouse 1949 will be accomplished, as in earlier CSHouses, through the use of Chicopee's Lumite insert screening. Woven of Saran, it is rustproof, can't corrode, rot, or stain. It is unaffected by sun, rain, or salt spray. It comes in colors and never needs painting.

**American Cabinet Hardware Corporation**—As in all previous CSHouses all cabinet hardware in CSHouse 1949 will be Amerock Cabinet Hardware, by the American Cabinet Hardware Corporation. Of excellent quality, Amerock has been widely used exclusively in the CSHouse Program because of good design and engineering.

**Minneapolis-Honeywell Regulator Company**—The heating plant for CSHouse 1949 will be governed by a Minneapolis-Honeywell Control System, including the fuel-saving Chronotherm, Honeywell's electric clock thermostat, and the new Honeywell air diffusion register, which affords a draft free, even flow of warm air to all parts of the house.

**Klearflax Linen Looms, Inc.**—All rugs used in CSHouses 1949 will be Rugs by Klearflax. Exact selections are now being made and will be shown in later issues of the magazine.

**W. A. Case & Sons Manufacturing Company**—All lavatories and toilets in CSHouse 1949 will be chosen from the W. A. Case & Sons line. This line has had more merit specifications in the CSHouse Program than any other. Specific pieces of equipment are now being chosen and will be announced in later issues of ARTS & ARCHITECTURE.

**Meilink Steel Safe Company** — CSHouse 1949 will be equipped with a Meilink Steel Safe, a heavily insulated, highly efficient piece of equipment. Installation will be made in a closet behind a concealed panel.

**C. W. Stockwell Company**—All contemporary wallpapers used in CSHouse 1949 will be chosen from the lines of Stockwell, Inez Croom, Inc., and the Timbertone Decorative Company, both of which Stockwell represents in the West. Actual selections have not yet been made, but will be announced in later issues of ARTS & ARCHITECTURE.

**Bolta Products Sales, Inc.**—Boltaflex, a superior quality all-plastic upholstery material has been chosen for uses which will be announced later in CSHouse 1949. Available in many colors, including good plain colors, it ideally fits the needs the architects have planned for it.

**E. L. Bruce Company**—All of the floors in CSHouse 1949 will be Bruce Hardwood Flooring Blocks, and will be left largely uncovered. Choice of this material, which will be laid over a concrete slab, was made because of its adaptability to the openness of the house.

## CURRENTLY AVAILABLE PRODUCT LITERATURE AND INFORMATION

*Editors note: This a classified review of currently available manufacturers' literature and product information. To obtain a copy of any piece of literature or information regarding any product, list the number which precedes the item about it on the coupon which appears below, and give your name, address and occupation. Return the coupon to Arts & Architecture, and your requests will be filled as rapidly as possible. Items preceded by a dot (•) indicate products which have been merit specified in the Case Study House Program of the magazine. Items appearing for the first time this month are set in bold-face type.*

### APPLIANCES

•(560) W. R. Ames Company: Information Ames revolving shelves for kitchen cabinets, coolers; sturdy aluminum construction; easy to install without rebuilding cabinets; turns at a touch, eliminating stooping, climbing, rummaging; sanitary, ant-proof; sizes for all standard cabinets, coolers; sensible products.

•(669) Blackstone Corporation: Brochure, folders, data sheets Blackstone Combination Laundry; washes, dries, irons automatically; counter height, counter depth, requires only six feet of wall space; rated best by Consumers Union; very good design; should be investigated for contemporary kitchens.

•(469) Coolerator Company: Brochures unusually well designed, engineered 8½ cubic foot refrigerator; gives maximum storage space, including 40# built in frozen food locker, 5 ice trays; also 15 cubic foot heavy duty home food freezer; thermostatic controlled temperature 5 degrees below to 5 degrees above zero; includes 5 year food insurance policy; both used in CSHouse Number 18.

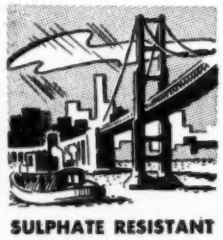
(364) Ecko Products Company: Data, and information. Splendidly designed, weighted kitchen tools, knives, can-openers; also pressure cookers; these belong in contemporary kitchens, are used in all CSHouses.

•(641) Finders Manufacturing Company: Brochure, folders line of Hollywood electric table appliances, including grill, broiler, waffler-grill; well designed, well engineered; merit specified for CSHouses Numbers 1, 3, 20.

**(690) General Electric Company: Two-color booklet demonstrating new Heat-wrap Calrod heating unit in General Electric Automatic Water Heaters.**

•(61) Ingersoll Steel Division, Borg-Warner Corporation: Brochure (16 pages) new Ingersoll Utility Unit providing kitchen, laundry, bathroom, heating, plumbing, electrical lines; installation, specification data.

•(586) Kaiser-Fleetwings Sales Corporation: Information new Kaiser Timesaver Sink, unit combining Kaiser water-powered dish-washer and Kaiser disposal unit in 48" steel cabinet to retail $369.50; porcelain work surface, four access doors; dishwasher and disposal unit will still be sold separately as well.



SULPHATE RESISTANT



BRICK MIX



POZZOLAN



PRONTO

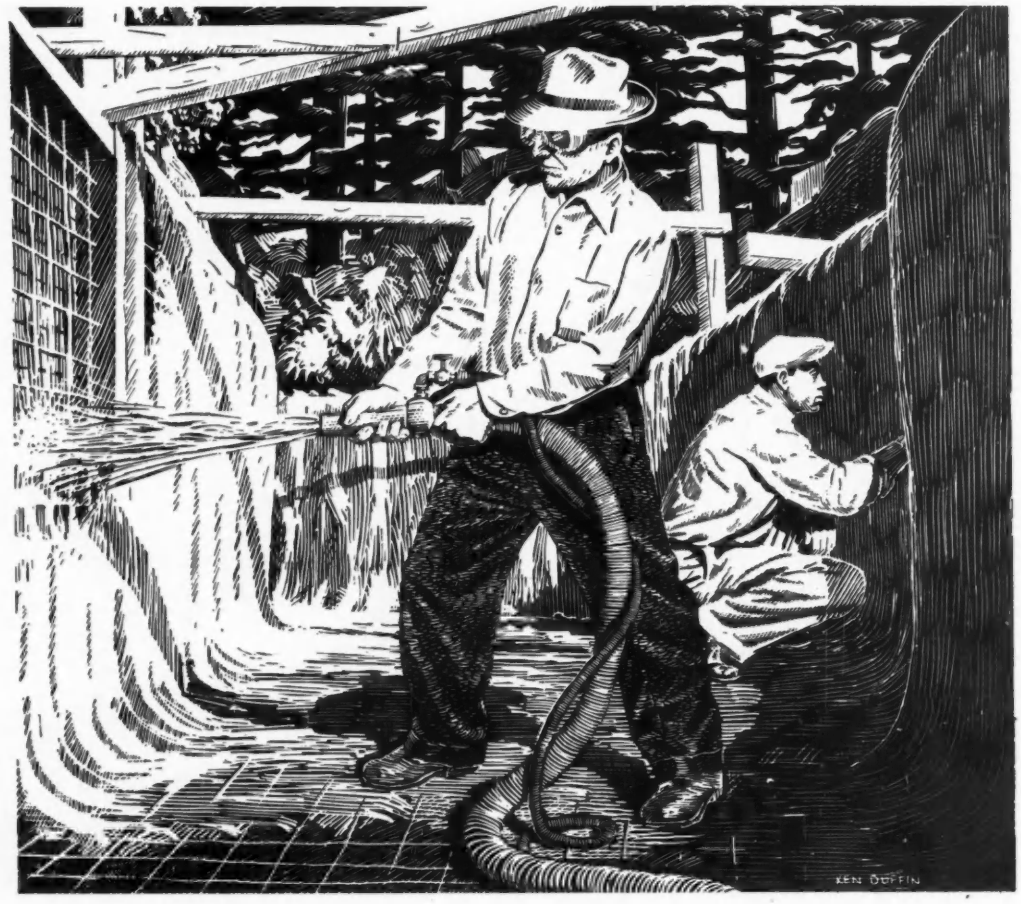


PLASTIC



STANDARD PORTLAND

# THEY HAD A PROBLEM...




## Permanente *HIGH-EARLY STRENGTH* was the answer.

The PACIFIC GAS & ELECTRIC COMPANY had a problem on their South Yuba Canal, near Colfax, California. Quick changes in temperature, so common in the High Sierras, sometimes caused cracks to form in the cement lining of the canal. The turbulent water, flowing swiftly from the outfalls of the power station, could cause heavy damage by undermining the canal bed through the cracks, if immediate repairs were not made. SInce the water could only be turned off for a limited period, patching had to be done with a cement that would set, water resistant, in a matter of hours.

Permanente HIGH-EARLY STRENGTH Portland Cement met these specifications with flying colors. Applied by GUNITE, Permanente High-Early Strength set, water resistant in *three hours!* Developing in 24 hours, a strength equal to that attained by ordinary cement in seven days.

Permanente HIGH-EARLY STRENGTH Portland Cement conforms to A. S. T. M. Specifications C-150, Type III, and Federal Specifications SS-C-192, Type III. It is specially made to be used in rush concrete jobs, such as paving, foundations, piers, etc., where a fast set is the problem.

*Write for Permanente's booklet on "Cement Types and Uses"*

PERMANENTE CEMENT COMPANY

*On the job - On time*

PERMANENTE, SANTA CLARA, YOSEMITE AND KAISER BRANDS OF PORTLAND CEMENT AND PERMANENTE LIME PRODUCTS

PERMANENTE CEMENT COMPANY

OAKLAND • SEATTLE • HONOLULU

• (472) Kaiser-Fleetwings Sales Corporation: Brochure, full information new automatic food waste pulverizer; odorless, clog-proof, safe; disposes of bones, fruit pits, fibrous foods, fits sink drain; manufactured in west and readily available; used in CSHouse Number 18.

(642) Kelvinator Division,Nash-Kelvinator Corporation: Folders, catalogue sheets covering Kelvinator refrigerators, electric ranges, electric water heaters (including counter-top style), frozen food cabinets (both home and commercial); precise, well presented information one of the best lines of appliances.

**(702) Magic Chef: Catalogue new Magic Chef line, different models illustrated with mention of individual features, dimensions and operational data.**

• (426) Howard Miller Clock Company: Information contemporary clocks by leading designers, including George Nelson; probably best approach to application of contemporary design to clocks.

(177) Southern California Edison Company: Well illustrated, idea-packed booklet electricity in house plans; full information electric appliances; one of best sources information.

• (587) Servel, Inc.: Complete set brochures, folders, data Servel gas refrigerators, including information "twin-six" dual 12-cubic-foot model; no noise, no moving parts; merit specified in CSHouses Numbers 11, 15, 16, 17, and 7.

• (365) Sunbeam, Inc.: Data, information most complete line kitchen appliances — Mixmaster, Wafflemaster, Ironmaster, Sunbeam Toaster; well designed, highly efficient.

• (535) Utility Appliance Corporation: Brochure Gaffers & Sattler gas ranges, all sizes; automatic low-temperature oven control, no-tilt racks; sizzle-roasting broiler; triple-click top burner controls; divided top with griddle; CP; well engineered, designed; merit specified CSHouse Number 1.

• (187) Western Stove Company, Inc.: Brochures, folders all Western-Holly ranges, including Town & Country eight-burner custom built; good contemporary design, well engineered; available immediately.

### BOOKS

(491) Kurt L. Schwarz: Catalog of fine and rare books; early editions of literary, artistic and scientific importance; choice collection of unusual interest.

(345) Zeitlin & Verbrugge: Catalogs books on architecture, art; imported, domestic, new, out-of-print.

### CABINETS, COUNTER TOPS

(399) American Central Division, Avco Manufacturing Corporation: Detailed 16-page, 4-color brochure one of best contemporary designed lines kitchen cabinets in stainless steel; all edges, corners rounded; very little visible hardware; brochure shows sample kitchens.

• (643) Berger Manufacturing Division, Republic Steel Corporation: Folders, brochures steel kitchen cabinets; merit specified for CSHouses Numbers 8, 9; efficiently designed; drawer glides on ball bearings; removable adjustable shelves; insulated against metallic sound; bonderized finish, two coats of enamel.

• (119) Formica Insulation Company: Folder Formica cabinet tops; colorful. spotproof, durable, sanitary; does not chip, crack, break; not injured by alcohol, fruit acids, ordinary alkalies; withstands 275 degrees Farenheit; wide color range.

(526) Frank Brothers: Full information Morton and American lines metal kitchen cabinets; good contemporary design endless combinations of units full specification service available.

(493) Hotpoint, Inc.: Hotpoint kitchen and laundry installation manual; complete manual illustrated to show proper ways of affixing Hotpoint cabinets and of connecting Hotpoint appliances in a kitchen; particularly valuable to architects, builders.

• (481) Mutschler Brothers Company: Full details well designed Porta-Bilt Hardwood Kitchen Cabinets; same precision construction as steel cabinets with all advantages of wood; continuous counter sink tops, rotating corner cabinet, recessed sink front; any color; comes ready to install; a remarkably good product meriting close study.

### DRAFTING ROOM EQUIPMENT

(458) Clearprint Paper Company: Information new Papercloth as substitute for tracing cloth; marked stability under all atmospheric conditions, resists stretching, shrinking, buckling; takes ink, pencil well, erases easily; not damaged by folding; samples available.

(482) Cowhig Industries: Folder E.Z.C. Scale rule size of cigarette package with 6′ flexible tape with built-in flashlight to illuminate it; snap-back rule, etched figures; interesting product.

(483) Listo Pencil Corporation: Information new drafting pencil with full vision at point; leads propelled through spring tension point which prevents turning, wobbling, slipping; has colored top to indicate degree of hardness of lead being used; only one operating part; good draftnig room tool.

(494) Rapidesign, Inc.: Information new detailer template containing all most commonly used plan and side view hexagon bolts, nuts, screws; circles from 3/16″ to 1″ diameter, 9″ scale graduated in 32nds; plastic.

(495) Triple "E" Products Company: Information new pencil sharpener with ball-bearing indicator cap producing any kind of point from long-lead blunt to long-lead sharp; Bakelite plastic with hollow-ground blades; portable, size of salt shaker; handy gadget.

### ELECTRICAL EQUIPMENT

• (449) Cannon Electric Development Company: Folders, information Cannon Pathfinder Light designed to illuminate driveways, gardens, steps, pathways, etc.; light below eyelevel is thrown downward; well designed, engineered; practical.

(496) Emerson Electric Manufacuring Company: New master catalog Emerson fans, ranging from table fans to kitchen and restaurant exhaust fans; 32 pages give design, construction specifications, performance data, dimensional information; one of top lines in field well presented.

• (484) Executone, Inc.: Factual, well illustrated folders Executone intercommunication systems for house, office, commercial, industrial use; technical, installation data; one of best sources of information; includes information on paging systems; worth study, file space.

(537) Fluorescent Fixtures of California: Literature new Allbrite of California "Lifemaster" fixture designed for individual or continuous mounting; surface or drop; made for two, four or six slimline tubes; spotlight units for accent lighting; heavy gauge metal chassis, cast aluminum ends.

(528) General Electric Company: New 48-page catalog GE wires and cables; all GE thermoplastic, braided, leaded building wires and BX, entrance, Braid X, PVX cables listed, along with many other wire and cable products; information National Code requirements; NEC tables printed in full.

(533) Ilg Electric Ventilating Company: New "work book" on kitchen ventilation; complete treatise modern kitchen ventilation; remarkably well prepared, giving full data of requirements for kitchen ventilation, ventilation other rooms; features Ilg built-in, portable and "packaged" units and stand-type ventilating fans; "must" data.

(402) Northern California Electrical Bureau: Data-packed 16-page, two-color brochure electricity in house plans; check lists, suggestions for every room, typical floor plans, adequate wiring information; practical, factual, best type of information.

• (538) Square D Company: Brochures Safeflex low voltage control system making it possible to turn on all lights in house at once from one or more control points; reduces wiring cost, increases utility; small magnetic switch controls 120 volts, is operated by less dangerous 24-volt system; used in all CSHouses.

(497) Westinghouse Electric Corporation: New 12-page booklet wiring diagrams and kitchen layouts; plans for both L-shaped and 2-story feature houses meet recommended cabinet, counter surface requirements; gives specifications, dimensions for refrigerators, sinks, range, water heaters, cabinets, other equipment; valuable data.

**(697) The Wiremold Company: Brochure illustrating installation and many uses for Plugmold, wire raceway with plug receptacles on 6″ or 18″ centers, fits neatly over ordinary baseboard, ample power supply when and where needed.**

### FABRICS

• (485) Bolta Products Sales, Inc.: Information and samples Boltaflex, all-plastic upholstery fabric blending quality, toughness; good colors, soft to the touch, spectrum of 51 colors; will not crack, chip, peel, stain under normal conditions, stretch, sag; good product worth study.

• (301) Brunschwig & Fils: Information one of best sources of contemporary fabrics; wide variety of textures, colors, designs; Worth appraisal.

• (428) Cheney Brothers: Information contemporary line textured fabrics; new emphasis on modern textures, weaves, colors.

(549) Frannie Dressel's Studio: Information one of best sources fabrics hand printed to specifications of architects, decorators; fabrics have won solid recognition contemporary circles.

(302) E. I. duPont de Nemours & Company: Brochure Fabrilite, new synthetic resin plastic-coated fabric for upholstering; resists cracking, abrasion, edge wear, tackiness, exposure, fire; wide color range; good product by big manufacturer.

(567) Goodall Fabrics, Inc.: Folder Goodall wrinkle-resistant bedspreads in wide range textures, designed, color styled by Dorothy Liebes; contain Angora mohair, are not bulky, color fast, pre-shrunk, custom hemmed; standard 72x106 and 88x106 inch sizes; special widths to 92 inches.

• (486) Greeff Fabrics, Inc.: Information wide line exciting contemporary fabrics; interesting textures, designs, colors; merit specified for CSHouse Number 7, definitely worth investigating.

(303) Boris Kroll: Information good contemporary line textured fabrics; available Beverly Hills, San Francisco,

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NOTE: Literature cannot be forwarded unless occupation is shown.

Chicago, New York; interesting weaves, colors; worth investigating.

(430) La France Industries: Information Chica La France upholstery, modern texture and design from winning entry national fabric design competition; fiesta red, siesta green.

(558) Laverne Originals, Inc.: Information line of fabrics by 1947 AID award winners; 12 patterns, wide range color combinations; sturdy fabric, wide range textures; co-ordinate nicely with wallpapers by same designers; can be ordered from stock combinations or special colors; immediate delivery, moderate price.

• (407) Lumite Division, Chicopee Manufacturing Corporation: Brochure, samples Lumite woven plastic fabrics that can't fade, stain, scuff; wide range colors homogenously integrated, many weaves, patterns; ideal for furniture upholstering, especially garden furniture; handles easily and does not "cup."

(305) Pantasote Corporation: Free swatches, information Pantasote coated upholstery fabric; virgin vinyl; wide color range; new product worth investigating.

(539) Reg-Wick Hand Woven Originals: Information custom designed handwoven upholstery, drapery fabrics; colors dyed to order; good contemporary designs, fabrics; several national awards; worth investigating.

(444) Ben Rose: Information one of best designed lines hand-printed contemporary fabrics; intelligently handled, good colors, textures.

(306) Textileather Corporation: Brochure Tolex upholstery, wall covering plastic leathercloth; tailors well, cleans easily, stain resistant; wide color range.

### FLOOR COVERINGS

(433) Bigelow-Sanford Carpet Company, Inc.: Information Lok-weave Gropoint carpet; tufts are locked in, cannot pull out; no sewn seams, damaged, worn areas easily replaced with leftover pieces.

(219-A) Gladding, McBean & Company: Folder Mission Red Floor Tile; hard burned, smooth texture; ideal for paving patios, terrace, walks, loggias, facing walls, garden seats, stair treads and risers; 12″x2½″x¾″ to 12″x12″x¾″; western manufacturer, available.

• (309) Klearflax Linen Looms: Catalogue, brochures probably best known line contemporary rugs; exceptionally wide range colors, fabrics, textures.

(434) Oregon Flax Textiles, Inc.: Descriptive brochure Flax-tex all-linen rugs; unique texture from "twist-tite" strands fine flax; long wearing; seven warm colors, no patterns.

• (388) Paraffine Companies: Pleasant 4-color booklet "Pabco Floors the Modern Home;" suggests treatments for floors of all rooms in house; practically suggests colors, patterns.

**(685) The Roberts Company: Four-color brochure for sales purposes, shows by comparative photographs the more attractive appearance of smoothedge applications as compared with other carpet installation methods.**

(310) Shelley's Floor Coverings: Information one of best retail sources contemporary rugs, carpets from foremost looms; new weaves, textures, colors.

(487) Alexander Smith & Sons Carpet Company: Well executed 24-page four-color brochure on Alexander Smith & Sons rugs, "Colorama," Clara Dudley's color idea book; emphasizes, explains colors, textures, patterns one of most widely known lines; many good plain colors; definitely worth study, file space.

• (670) Tile-Tex Division, The Flintkote Company: Printed color charts, 4″ x 4″ samples Tile-Tex asphalt tile, featuring new line of colors; colors based on national survey by color experts to determine color preferences; wide range of colors immediately available, including plain and neutral colors; good source of data.

### FURNITURE

• (412) Aalto Designs: Information one of oldest lines contemparary furniture; made in Sweden; available several West Coast. Eastern outlets.

(311) Barker Brothers: Information Multi-Unit Pacific Modern furniture; built-to-unit measure, fits any floor plan; budget priced; definitely worth investigation; good approach to contemporary furnishings.

• (559) Barwa Associates: New illustrated catalogue of one of America's most revolutionary chairs, the Barwa; winner of three design awards in 1947-48; merit specified in CSHouse Program; worth investigation.

(568) Cabaniss of Denver: Information source of good contemporary furniture in five Rocky Mountain states, including Aalto, Eames, Van Keppel-Green; also lighting fixtures by Versen, ceramics by Beatrice Wood, fabrics by Ben Rose.

• (583-A) Cannell & Chaffin: Information several of best lines of contemporary furniture and good contemporary decoration service; one of oldest and best sources of information and services, having to do with interiors.

(645) Claywood Design Products: Brochure line inexpensive modern furniture for homes, offices, stores, clubs, institutions; tables, chairs, desks, woods finished in hard clear lacquer or solid colors; designs by Clayton Lewis; western manufacturer; immediate delevery.

• (435) Drexel Furniture Company: Information new clean line contemporary furniture designed by Edward J. Wormley; living room, dining room, bedroom; forty pieces, well integrated.

• (312) Dunbar Furniture Manufacturing Company: New booklet covering modern furniture, decoration featuring Dunbar furniture designed by Edward J. Wormley; considerable attention to accessories; requires 25 cents in stamps for delivery.

• (313) Ficks Reed Company: Catalogue contemporary Malay Modern and Amber Ash furniture; versatile, good especially for recreation rooms; indoor quality; one of best lines informal furniture.

• (314) Frank Brothers: Information top retail source best lines contemporary furniture; designs by Charles Eames, Alvar Aalto, Gilbert Rhode, Isamu Naguchi, George Nelson; complete contemporary interiors service; upholstery and drapery shop.

(436) Functional Furniture Manufacturers; Illustrated brochure new functional line tables, chairs using molded plywood on mass production basis; clean, strong, light.

(569) Ingram of California: Folder contemporary cocktail tables designed by Griswold Raetze, AIA; plastic, cork or wood tops, 1¼″ thick hard-wood trim and legs; plastic tops satin black, dark green or Chinese red; various colors in trim; 14″ high, 50″ long, 26″ wide or 14″ high, 38″ long, 38″ wide; worth investigation.

• (437) Knoll Associates, Inc.: Information one of best lines authentic contemporary furniture; chairs, tables; string, strap, fabric upholstering; wood or metal chair frames.

• (316) Herman Miller Furniture Company: Information top lines contemporary furniture designed by Isamu Naguchi, Charles Eames and George Nelson, reflects one of most important design programs in furniture industry.

(570) Multiplex Furniture Sales Corporation: Information new Multiplex contemporary furniture designed by Martin Feinman of Modernage; now in national distribution; 12 basic case goods units capable of 150 combinations plus foam rubber upholstered pieces, occasional tables, fabrics, accessories; makes good sense.

(646) Pacific Desk Company: Information good line exclusive furniture for executive and professional offices; also complete coordinated office planning, decorating service; special service for architects, decorators through which clients can inspect stock.

• (562) Armin Richter: Retail source for contemporary designs in furniture by Aalto, Nelson, Eames, Saarinen, Martine and others. Modern Interior design, and also fabrics.

(644) Carroll Sagar & Associates: New source of contemporary furniture, fabrics, accessories, including Eames, Risom, Functional, Glenn and Sebring pieces; lamps by Harthern; specializes on service through architects, decorators; is worth investigating.

• (460) Everett Sebring Furniture: Well prepared brochure illustrating line contemporary low tables; large single tables or groups of small tables assembling into one large table; wide range of finishes, wood, cork, or leather surfaces; also incidental pieces; available through decorators or architects exclusively.

(540) Tappan-Keal: Brochure well designed line contemporary California furniture; includes photographs, record cabinet, buffet, bookcases, tables, desks, chests, night stand; one of best West Coast lines; price lists included.

(438) Thonet Brothers, Inc.: Illustrated catalog new clean-cut line modern furniture; chairs particularly well designed.

(322) H. H. Turchin Company: Illustrated catalog contemporary glass furniture; heavy glass tops; well designed, engineered.

• (323) Van Keppel-Green, Inc.: Information complete line contemporary metal, wood furniture; designed by Hendrick Van Keppel, Taylor Green; available nationally.

### GENERAL

(6) Libbey-Owens-Ford Glass Company: Well illustrated brochure solar houses, 24 pages of fundamentals of planning "open" houses; gives good examples; technical data.

(443) Pacific Shop: Contemporary accessories for the home; jewelry by modern designers and crafstmen; one of best sources in Northern California.

(571) Philip Carey Manufacturing Company: Good four-color catalogue Carey roofs, side walls, floors, partitions, foundation materials, heating system materials and bathroom cabinets and accossories; excellent presentation of products by one of oldest national manufacturers.

(462) Lamps, Ltd.: Information good line of contemporary lamps; well designed.

**(686) Otis Elevator Company: Vertical transportation review, illustrates autotronic elevator controls for commercial installations, specifications for hospital, apartment house and private residence elevators, recommended sizes and capacities given; escalator layouts illustrated; dumb waiter data given.**

### HARDWARE AND FIXTURES

• (589) Adams-Rite Manufacturing Company: Complete information well designed contemporary line hardware for sliding doors; features new Rite-Lock, adjustable to any door thickness from 1⅛″ to 1-15/″; easily installed by notching stile; five surface finishes available; merit specified in all current CSHouses.

• (393) American Cabinet Hardware Corporation: Folder, data sheets Amerock line contemporary cabinet hardware; Beauty-Seal platings, matched ensembles, easy-working catches; includes semi-concealed hinges, friction catches, pulls, sash lifts, sash locks; full technical, installation data.

(439) Bennett-Ireland, Inc.: Illustrated folder Flexscreen fireplace metal curtains; hang in folds; easily opened, closed; one of best contemporary lines fireplace equipment.

• (561) Custom Hardware Inc., Los Angeles. Fine finish hardware custom made. French Georgian, Colonial and Modern periods. Cast brass, bronze and aluminum. Colonial rim locks. Special pulls, push bars and plates for structural glass and other entrance doors.

• (366) Grant Pulley & Hardware Company: Data one of best lines sliding door hardware; makes large areas of glass slide with finger-tip pressure; quiet, efficient; this data belongs in all architectural files.

**(698) Latchinge Corporation: Information new self-latching, self-aligning hinges for interior doors, cabinets, cupboards, etc., permitting hardware and labor savings up to $71.94 for seven-room house; practical new development.**

• (565) Mitchell-White & Company—Modern design Brake-O-Matic door check for use in the best homes, finest hotels and offices, write for literature.

• (325) Parlyn, Ltd.: Brochure remarkable new finger-tip push-pull controll Parlyn door lock and latch; light

# LIGHTING FOR CSHOUSE 1949

Recognizing that Lighting is one of the most important features of a contemporary house and that its provision requires careful planning, ARTS & ARCHITECTURE takes pleasure in announcing the appointment of

**FOSTER K. SAMPSON**
**Electrical and Illuminating Engineer**

as lighting consultant for

## CASE STUDY HOUSE 1949

Mr. Sampson will work with the architect designing CSHouse 1949 in the selection of lighting fixtures, choosing from those manufactured by leaders in the contemporary field, including, among others, the following:

**LIGHTOLIER, INC.**
**346 Claremont**
**Jersey City, New Jersey**

**CENTURY LIGHTING, INC.**
**419 West Fifty-fifth Street**
**New York 19, New York**

**GENERAL LIGHTING COMPANY**
**1527 Charlotte Street**
**New York 60, New York**

**GOTHAM LIGHTING CORPORATION**
**548 West Twenty-Second Street**
**New York 11, New York**

**GUARDIAN LIGHT COMPANY**
**301 Lake Street**
**Oak Park, Illinois**

**GENERAL LIGHTING COMPANY**
**8336 West Third Street**
**Los Angeles, California**

# BUDLONG CORPORATION INSTALLS 446 ELECTRIC WATER HEATERS



*Partial view of the 446 apartments being built by the Budlong Corporation at Sepulveda, Sawtelle, and National Boulevards in West Los Angeles.*

## HERE'S WHY...

- **NO VENTS NEEDED.** "A"-vents are expensive to install, they make your building unsightly, they waste space and heat.
- **SAVE SPACE.** Because the heat is applied completely inside the insulation, and because there is no flame or vent, an electric water heater can be put in a closet, or under the stairs, or in any convenient location.
- **LONG LIFE.** The years of service you can count on from electric water heaters make them a long-time investment.
- **CLEANER.** Flameless electric heat means freedom from smoke and greasy smudge. Painting and cleaning costs are cut.
- **SAFE.** Because there is no flame or fumes, there is no danger of explosion or asphyxiation.
- **EASY TO RENT.** Apartments equipped with electric appliances are easier to rent or sell.

You too can cut building costs and increase your profits by installing electric water heaters. When you build—whether it is one unit or hundreds of units—it will pay you to look into the electric needs of both the present and the future. Our Adequate Wiring Specialists will be glad to help you plan your electrical specifications. Please phone MIchigan 4211, Station 2637 or write Los Angeles City-Owned DEPARTMENT OF WATER AND POWER, 207 South Broadway, Los Angeles 12.

*Electricity*

**SAFE • CLEAN • MODERN**


finger pressure opens or closes door; contemporary design; zinc alloy; no visible screws.

• (408) Sargent & Company: Folder new Sargent Intergralock; well designed, knob keyhole, pressure formed metals; available in number of bronze, brass chromium finishes; full technical details.

(372) Security Lock Corporation: Brochure new keyless push-button combination door lock; locked by flick of lever, opens by pushing proper combination four small buttons.

• (326) Soss Manufacturing Company: Remarkably well prepared 24-page manual on Soss Invisible Hinges; permit streamlining door by eliminating visibility of hinges; gives full details of construction use.

### HEATING & AIR CONDITIONING

• (381) Horace F. Allison: Information on radiant heating; firm engineers, installs systems in Los Angeles area; one of best sources of practical information, installation service. (Unable to service inquiries from other areas.)

• (77) American Radiator & Standard Sanitary Corporation: Brochure new baseboard radiant heating panel; 8" high, replaces baseboard, can be painted; worth investigation.

(390) A. M. Byers Company: Practical, factual booklet covering study of 1,000 radiant heating jobs in last ten years; gives engineering preference methods, materials mostly used; geographic statistics.

(572) Philip Carey Manufacturing Company: Brochure Careyduct all asbestos air conduit for heating, ventilating, air conditioning; is both conduit and insulation; hushes fan noises, permits higher air velocity due to flush joints; easily installed, economical; worth study.

**(700) Chase Brass & Copper Company: Radiant Heating pamphlet gives reliable and interesting data for the layman; nicely done and informative.**

(414) Chase Brass & Copper Company: Full color brochure on brass and copper in residential planning, emphasizing copper tubing for radiant heating; also covers hardware, screen, roofing products.

(509) The Firan Company: Brochure Glomaster bath heater featuring direct infrared heat radiation; one piece dieformed aluminum alloy reflector; well engineered, designed; worth investigation; uses convection flow of air.

(510) Fraser & Johnston; Brochure new Lo-Boy shallow model furnace, dual or floor; 26½" deep overall; dual models feature "bi-flo" register head, eliminating floor grilles; single rod control valve; streamlined heating element of pressed steel; gas fumes cannot escape into room.

• (329) Lennox Furnace Company: Brochure Lennox Aire-Flo gas residential furnace; provides warmed, filtered, humidified air; completely quiet; cabinets remarkably well designed.

**(684) Minneapolis Honeywell: pamphlet discussing zone control for various types of heating systems, suggests various domestic applications of Minneapolis Honeywell control units, making recommendations for maximum safety and comfort.**

• (541) Montag Company: Electric furnace, manual and circular, provides continuous filtered all-year ventilation; M-H modulating thermostatic controls for eight blower speeds, 12 heating steps within two degrees of room temperature; full data available.

(542) Payne Furnace Company: Information new Payne Panelair forced air wall heater; occupies floor area of only 29⅜"x9⅜"; room air drawn in near ceiling, discharged through outlet grilles at floor level into one or more rooms; built in thermostatic fan controls provide two-speed fan operation; 55,000 btu; worth investigating.

(446) Payne Furnace Company: Folder new Cooler Air evaporative cooling unit for residential and commercial cooling; 14 major innovations and features; Fiberglas evaporative filter; true air delivery from 2,300 to 8,000 CFM claimed.

• (330) Penn Electric Switch Company: One of best manuals showing wiring diagrams for heating systems; loaded with technical data, diagrams for all types of systems; this is "must" for all files.

• (373) Pryne Company, Inc.: Authentic brochure residential ventilating featuring Blo-Fan electric ceiling ventilator; removes cooking odors, steam; full technical data.

• (647) Radiant Heat Engineering, Inc.: Brochures and folders complete radiant heating engineering and installation service in Southern California; firm thoroughly experienced by many major installations, now installing radiant heating CSHouses Numbers 8, 9; good source of information.

• (331) Revere Copper & Brass: Spectacularly good non-technical discussion radiant panel heating in 36 well-illustrated pages; this is a down-to-earth manual and no architectural file is complete without it; can't be recommended too strongly.

**(699) L. N. Roberson Company: Information installation methods, materials and costs radiant electric heating with Roberson Heatsum Cable, special applications for green houses; practical for low power rate areas.**

(333) Superior Fireplace Company: Excellent brochure on fireplaces, featuring Superior Heatform fireplace units, grilles, accessories; one of best fireplace booklets; worth file space.

(511) Surface Combustion Corporation: Twenty-six pages of specifications for Janitrol gas boilers for radiant, hot water, steam heating; includes ratings, dimensions, engineering data, illustrations; good source material.

(490) H. A. Thursh & Company: Well prepared and illustrated brochure Thrush forced circulating flow control hot water heat; emphasis on radiant heating, with good technical data simply presented; equipment used in Kaufmann house by Frank Lloyd Wright; worth study, file space .

(648) Trade-Wind Motorfans, Inc.: Folders Trade-Wind small room ventilator that installs in the ceiling; easily cleaned blower, totally enclosed motor, quiet air inlet, partition keeps greasy air from motor; built-in conduit box, plug-in receptacle; includes hood of good design over stove when used in kitchen.

(649) Trane Company: Fifty-four page brochure "Merely a Matter of Air" featuring Untrane air conditioning for multi-room buildings; one of the best presentations of air conditioning; good descriptive, technical matter, well illustrated with drawings; simply written; worth having.

**(693) The Trane Company: Solutions of special problems in air conditioning and residential heating; piping diagrams and heat calculation graphs included.**

• (544) Utility Appliance Corporation: Brochure Utility forced air furnace, gas fired; provides complete forced air circulation, fully automatic temperature control, glass fiber filters; modern compact cabinet design; well engineered; full dimensional, performance data; merit specified CSHouse Number 1.

• (545) Utility Appliance Corporation: Brochure Utility Wall-o-amtic built-in circulating heater, gas fired and vented; can be used all types construction, installation remarkably simple; fits into any standard 4" stud wall without furring; high velocity discharge assures over-all room heating; well designed; merit specified for CSHouse Number 1.

### INSULATION AND ROOFING

(546) Acoustical Materials Association: New brochures on sound absorption coefficients of architectural acoustical materials and theory and use of architectural acoustical materials; data-packed, well illustrated; undoubtedly best source of information; worth file space, study.

• (334) Babcock & Jones, Inc.: Brochures, data on Ferro-Therm Steel Insulation; exceptionally good with radiant heat—reflects 90-95% of radiant heat; vermin-proof, no moisture, easily installed; one of best new products and merits study.

(650) Basalt Rock Company, Inc.: Folder for architects, builders on Strestcrete roof and floor slabs, telling what they are, how they are made, and what they will do; well presented material, worth file space.

(573) Phillip Carey Manufacturing Company; Brochure specifications Carey built-up roofs; one of best sources roof information, including tables, architectural and construction sketches, application data; good service material by one of oldest national manufacturers

(221) Gladding, McBean & Company: Brochure Zonolite concrete insulation; interesting for use in portion concrete slab below radiant heating pipes; prevents heat loss into ground; normal concrete should be used above pipes.

• (226) Kimberly Clark Corporation: Brochure (20 pages, two colors) Kimsul blanket-type insulation; moisture, fire, vermin, insect, fungus resistant; non-settling, light, flexible; four widths, three thicknesses; specification tables, installation data; well illustrated.

**(691) Johns Manville Products: Sound control pamphlet gives construction methods for Sanacoustic units, fluorescent lighting with Sanacoustic units, fibertone noise traps, transite acoustical materials and special installations for broadcasting studios and industrial noise problems.**

(652) Owens-Corning Fiberglas Corporation: Manual, 36 pages, illustrated, to assist architects, engineers, others, to solve problems of heat flow through roof structures; new data derived from field experience; features Fiberglas insulation; extensive charts; good source of information.

**(692) The Pacific Lumber Company: Plan and construction manual for building a frozen food locker plant; gives implicit instructions, plans, elevations, layout.**

**'695) Pacific Lumber Company: Palco wool insulation for increasing temperature control comfort in old and new houses, makes fuel savings possible.**

• (95) Pioneer-Flintkote: Information-packed 120-page manual built-up roof specifications; invaluable detail, source material; features P-F Built-up Roofs, answers any reasonable question with graphs, sketches, technical data.

• (97) Simpson Industries: Unusually well prepared two-color 12-page booklet Simpson insulating board products, including insulating building board, insulating decorative plank, insulating decorative tileboard, insulating lath, and roof insulation; combine structural strength with insulating values; well presented installation, specification data; worth investigation.

### LIGHTING EQUIPMENT

(448) All-Bright Electric Products Company: Folder unusual flourescent fixtures with over-all depth only 3½"; makes for clean contemporary design; bottom glass hinged on either side permitting easy servicing; can be mounted flush to ceiling, single or continuous rows; good new product.

(576) Benjamin Electric Manufacturing Company: Comprehensive bulletin, 28 pages, new louvered ceiling lighting system, featuring Sky-Glo; profusely illustrated, includes architectural drawings, charts, specification tables; installation ideas to aid planning; good data.

• (653) Cannon Electric Development Company: Folder new Cannon colored utility pilot lights for signal, warning, decoration, general illumination applications; from one to four lens on plate 4½" wide to necessary depth; lens in five colors of unbreakable plastic.

(101) Century Lighting, Inc.: Complete catalog one of best lines contemporary lighting fixtures; fully illustrated, complete technical information.

**(694) Corning Glass Works: Sheets giving solutions for special lighting problems, food store, utility office, accounting office, drafting room; layouts indicated and lighting calculation reports reproduced; sound technical information.**

**(704) Corning Glass Works: Bulletin on engineered lightingware; discusses merits of direct, semi-direct, demi-indirect, and totally lum-**





These two new homes may look alike, but only one is MODERN—for only one has Certified Adequate Wiring which provides convenient, efficient electrical service for all demands of modern living.

The cost of installing Certified Adequate Wiring is a very small percentage of a home's over-all building cost, yet no other single expenditure will do more to keep that home up-to-date, insure high resale value and provide daily returns in better living.

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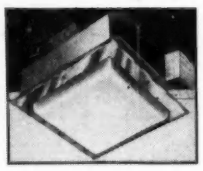
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**1355 Market Street**

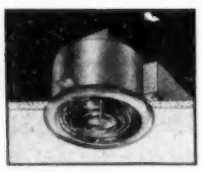
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*Recessed*
LIGHTING FIXTURES
42 DISTINCTIVE STYLES LISTED AT $5.50 to $19.50
Prescolite Fixtures—residential and commercial—are designed to conform to the smart simplicity of good modern decoration. Three rich finishes...*Chrome, Satin Brass, Satin Aluminum* ..... will blend with any decorative scheme.
- COMPARE ADVANTAGES OF RECESSED LIGHTING
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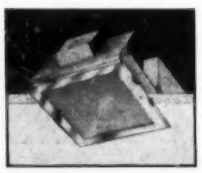
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**inous ceiling lighting systems, control, brightness determinants, and basic data included.**

(547) Day-Brite Lighting, Inc.: Bulletins 20-A and 20-B recessed troffers; all standard types listed with full technical data, including sketches, tables, installation data, foot-candle intensities charts; also includes information incandescent boxes for flush installation; well worth file space.

• (106) General Lighting Company: Brochure (14 pages) complete line contemporary lighting fixtures; one of best available lines.

(654) Gibson Manufacturing Company: Folder new 6200-6400 louvered fixtures; feature full depth metal louvers, translucent side panels of Polystyrene; finished natural satin aluminum with "hi-baked" white enamel louvers; two or four lights in each fixture.

(337) Globe Lighting Products, Inc.: Very complete 56-page catalogue complete line incandescent, fluorescent fixtures for all uses; of particular interest are new decolour fixtures producing multicolored effect.

(583-B) Gotham Lighting Corporation: Brochure, catalogue one of best lines contemporary architectural lighting; clean design, exceptionally wide range fixtures; literature profusely illustrated with full technical data; this material belongs in the files of all contemporary designers, decorators and architects.

• (656) Gotham Lighting Corporation: Brochure (GLC-10) 7 Streamlites, 13 Downlites, 6 Fluor-o-Troughs; installation data, lens sizes, wattage, beam distribution information; also merchandising lighting schemes described; issued by one of best manufacturer of contemporary lighting fixtures; well worth having.

• (590) Guardian Light Company: Information Guardian kitchen counter light, 8 or 15 watt fluorescent fixtures for easy installation under top cabinets to flood work areas with indirect light; portable or permanent; sensible product; merit specified for all current CSHouses.

(338) Edwin F. Guth Company: New booklet emphasizing importance and value good lighting by pointing up effects of bad lighting; good four-color thumbnail study.

• (268) Hollywood Lighting Fixture Company: Information contemporary lighting fixtures, stock and custom; one of best sources in Southern California.

(500) Lighting, Inc.: Series folders, brochures Philite fluorescent lighting fixtures, incandescent reflectors for residential, commercial, industrial use; includes interesting equipment for subtle spotlighting, flush lighting; profusely illustrated; provides full technical data, prices.

(269) Lightolier: Folders wide ran Lightolier lighting fixtures; good co temporary design featuring built-i readily available.

(657) The Miller Company: New revised edition "Ceilings Unlimited," illustrating and describing Moler fluorescent troffer lighting systems; complete engineering, installation details, illumination performance; good examples of combining light and ceiling equipment; well prepared, worth close study.

(591) Pittsburgh Reflector Company new 52-page catalogue presenting com plete line fluorescent luminaires, trof fers, strips, accessories, together witl companion incandescent equipment; complete section on planned lighting through use combination fluorescent and incandescent; full technical, installation data.

(658) Pressteel Company: Illustrated bulletin (AA2) and catalogue sheets 42 distinctive styles of residential and commercial lighting fixtures, including one of best lines contemporary recessed fixtures; available only through electrical jobbers; this line worth investigating.

• (375) Pryne Company, Inc.: Illustrated bulletins Prylites, complete lir recessed lighting fixtures, includin specialties; multi-colored dining roor lights, automatic closet lights; adjust able spots; full technical data.

(392) Smoot-Holman Company: Information newly designed Zenith luminaire; Polystyrene plastic side panels ribbed to permit proper light distribution while reducing surface brightness to minimum; certified ballasts, starters; individual or continuous mounting; opens either side for servicing.

(418) Sunbeam Lighting Company: Catalog new line fluorescent lighting fixtures; contemporary and standard design; wide range applications; full technical, installation, service data.

(270) Supreme Lighting Company: Comprehensive 23-page catalog well designed line fluorescent fixtures; hanging, open and glass covered; recessed fixtures with egg crate louver or diffusing glass; industrial, reflector, window types; strip, circline; kitchen fi tures, vertical mirror lamps, bed lamps.

**(696) The Wiremold Company: Outlets for fluorescent lighting fixtures on wire raceways for continuous runs of line-o-lamps; good wiring system for drafting rooms, showrooms and other spaces requiring special lighting.**

### MISCELLANEOUS

(555) Advance Development Company: Information regarding 102 contemporary homes designed by Gregory Ain and built in greater Los Angeles area; F.H.A. approved; preview June 26.

• (563) American Aerovap, Inc.—a fly killer that gives you positive and continuous protection. Write for literature

• (405) Custom Cast: Information remarkably good andirons of custom design: fronts cast bronze, log rests iron; weight per pair 30 pounds; fronts in aluminum, yellow brass on special order; reasonably priced; information.

• (475) Tony Hill-Wilmer James: Full information full line contemporary ceramics; unusual glazes, beautifully fired; also lamps with ceramic bases; used in CSHouses 11, 18.

• (592) The Homer Laughlin China Company: Full color folders Jubilee Dinnerware; simple design, pleasant color selection; simplicity allows accessories to make table settings formal or informal; light in weight; merit specified for CSHouses Numbers 20, 1 and 3.

• (426) Howard Miller Clock Company: Information contemporary clocks by leading designers, including George Nelson; probably best approach to application of contemporary design to clocks .

• (474) Modern Designers: Full information good lines ceramic trays, bowls, incidentals, and lamps; well known contemporary designers; available through selected retail outlets; used in CSHouse Number 18.

### MOTION PICTURE EQUIPMENT

• (512) Bell & Howell Company: Brochures, information Filmosound projectors for use in homes, schools, churches, industry; gives full technical information regarding equipment, installations, use, operation; practical, interesting sensible.

### PAINTS, SURFACE TREATMENTS

(463) Amercoat Division, American Pipe & Construction Company: Information new Americoat vinyl coating which is a pigmented vinyl resin dispensed in water; resists most dilute acids, is unaffected by alkaline cleaning compounds; waterproof; white and solid colors.

(513) W. P. Fuller & Company: Sixty pages of specifications for paint products featuring Fuller paints, related products; specifications range from best possible to least expensive jobs; one of the best prepared specification books available; belongs in all files. Available to Western readers only.

• (501) McCloskey Varnish Company: One of best brochures treatment of floors and their finishes; based on Gymseal, Tungseal, Penetrating Floor Sealer, Terrazzo Seal, Wood Sealer; penetrating but simple analysis how to treat, maintain wood, terrazzo, cork, concrete, magnesite wool composition floors; well worth study.

(346) National Lead Company: Folder painting specifications "Dutch Boy" white lead, paints, varnishes, enamels; chip form color samples available; valuable information for treating exterior, interior surfaces.

• (457) Frederick O'Brien Paint & Varnish Works: Folders O'Brien Penchrome wood finishes; remarkably good plywood finish in modern blonde tints; available clear or in colors; preserves wood, allows grain to show; cheaper than paint or enamel; color card available.

(112) Pittsburgh Plate Glass Company: Exciting, informative, factual 32-page full-color brochure color dynamics, scientific utilization of energy in color to promote efficiency; authentic study.

(659) Soc-Co Plastic Coating Company: Information Albi-"R" fire retardant paint; reduces fuel contribution from combustibles treated up to 85 per cent, reduces flame spread up to 60 per cent; only fire retardant paint approved by Underwriter's Laboratories; recommended by American Hotel Association; good source of information.

(502) Stephenson Air Brush Paint Company: Folder new compound for insulation, acoustial treatment, antisweat protection, "Perma-Dri"; may be

applied by brush, spray, bonds firmly to metal, wood, concrete, masonry, wallboard, plaster; can be tinted any color; good product with many uses; merits investigation.

(465) Wesco Waterpaints, Inc.: Well prepared four-color folder with color samples on Rocktite one-coat cement-base paint for stucco, cement, rough concrete, unglazed tile, etc.; comes powder to mix with water; ten excellent soft pastel colors; particularly well adapted to contemporary architecture.

**PANELS AND WALL TREATMENTS**

• (585) Davidson Plywood & Lumber Company: Literature Etchwood, a "3-dimensional plywood" for paneling, furniture, display backgrounds; soft grain burnished away leaving hardwood surface in natural grain-textured surface; costs less than decorative hardwood plywood; entirely new product, merits close consideration.

**(681) Douglas Fir Plywood Association; Pamphlet giving commercial standards for douglas fir plywood as established through the U.S. Department of Commerce and the National Bureau of Standards; markings for wood types and grades illustrated and explained.**

(275) Douglas Fir Plywood Association: Excellent 16-page brochure paneling suggestions for Douglas Fir Plywood; how to panel for interiors of industrial, commercial residential structures; practical ideas well illustrated, explained; merits study.

(660) Formica Insulation Company: Folder new Moonglo Formica pattern, together with small samples showing colors; six colors; pattern has third dimensional depth appearance; is available in all Formica grades, including cigarette proof; good new product, worth investigating.

• (118) Formica Insulation Company: Valuable brochure (12 pages, full color) Formica plastic panels for walls, counter tops, doors, wainscot, cabinet tops, etc.; no painting, spotting, burning; full information on types, colors, patterns; leading product of its kind.

(218-A) Gladding, McBean & Company: Detailed brochure (8 pages) Hermosa Tru-Joint wall, floor, drainboard tiles; wide range colors, shapes; full suggested tile specifications, tables; suggested uses kitchens, baths, etc.

(42) Kawneer Company: Announcement Bourite, aluminum panel with tongue and groove joints; decorative, practical exterior, interior material; full technical, application data.
• (440) Laverne Originals: Contemporary wallpapers; bold primaries, sepias, pastels, muted tones; matte or baked plastic finish.

• (514) Marsh Wall Products, Inc.: Attractive new 1948 catalog complete information Marlite, plastic-coated wall board; shows uses, specifications; includes color chips; also contains information Marsh aluminum Presdwood plastic mouldings and new line Marsh bathroom accessories; good presentation of good products.

(349) James Kemble Mills: Information collection contemporary wallpapers; designs, by 15 leading contemporary artists; custom designs available; definitely worth investigation.

**(703) National Electrical Manufacturers Association: Standard for Laminated Thermosetting Decorative sheets; explains standard wear, heat, stain, light, moisture and expansion tests for laminated sheets, and gives recommended method for application.**

**(689) United States Plywood Corporation: blotter-size sample of Kalistron, new furniture and wall-covering material, together with a nail file to prove color indestructible; recipient invited to make test for himself.**

• (661) United States Plywood Corporation: Brochure, color samples, decorative Micarta, used in CSHouses Numbers 1 and 3; wide range colors, textures, veneers; marble-hard, chrome-smooth surface, non-fading color; heat resistant, easy to handle; good for counter tops, fronts, walls, panels; readily available; one of best precoated panel materials.

(574) United States Gypsum Company: Brochure Acoustone Auditone acoustical tiles; mineral fibers made into lightweight, highly sound absorbent tile form; fire resistant, incombustible, paintability, rodent and vermin resistant; full technical, application data.

(575) United States Gypsum Company: Folder USG Weatherwood decorative insulation; rigid wood fiber board made into predecorated interior wall and ceiling units, either in tile or plank measurements; full data, including tables of heat transmission coefficients.

(577) United States Gypsum Company: Brochure USG Sheetrock, fireproof gypsum wallboard, paper coated, in plain or decorative surfaces; full specification, installation data, including full color photographs wood-grained surfaces; charts, tables.

• (382) United Wallpaper, Inc.: Information Varlar stainproof wall covering, in price range good wallpapers; resists grease, oil, fingermarks, lipstick, crayons, vermin; restored soap and water; 90 patterns, design by Dorothy Liebes.

• (476) Val-Porter Company: Brochure Acoustipulp plastic sound absorption acoustic plaster; applied same as any plaster, comes in most any color; fire resistant, vermin proof, sanitary; about same cost and weight as ordinary plaster; used in CSHouse Number 20.

**PLUMBING FIXTURES, ACCESORIES**

• (515) Air Cushion Sales Company, Inc.: Folder new Air Cushion Arrestor to stop water hammer in plumbing


a new design for over all lighting

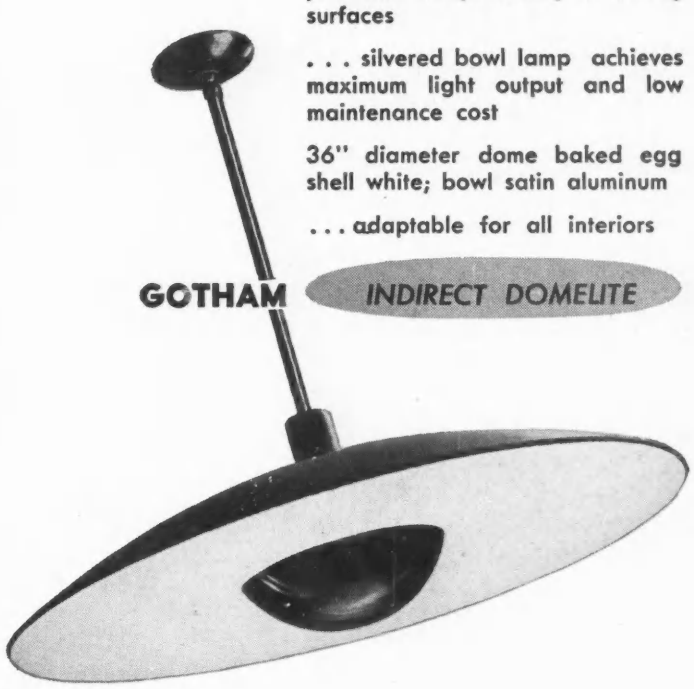
. . . simple and functional form, performs independently of ceiling surfaces

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36" diameter dome baked egg shell white; bowl satin aluminum

. . . adaptable for all interiors

GOTHAM INDIRECT DOMELITE



List Price 55.00

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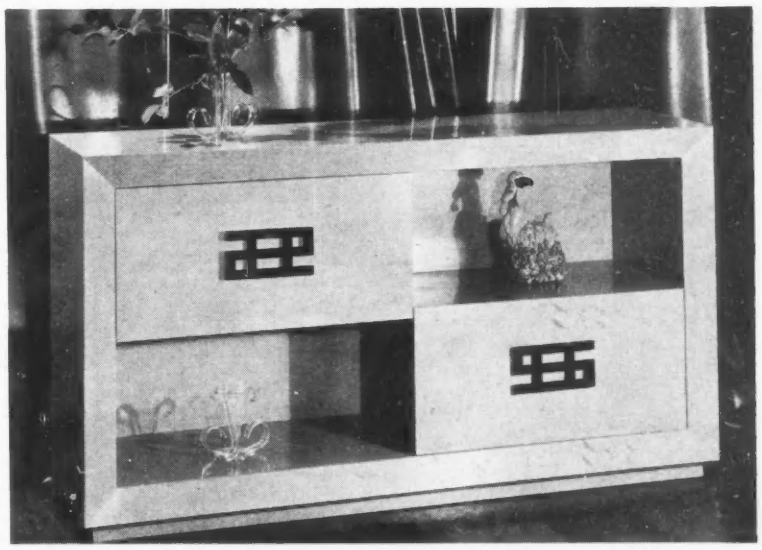
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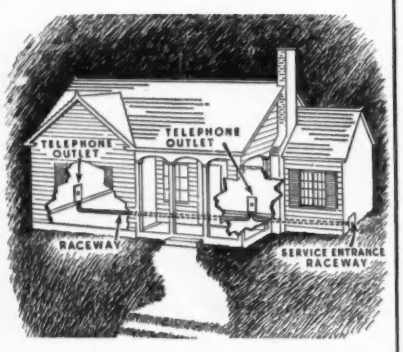



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BASALT ROCK CO., INC., Napa and Stockton, Calif.

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ROCKLITE PRODUCTS
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3927 W. Jefferson Boulevard, Los Angeles

## Where to place telephones for convenience, quiet, comfort






**Plan for telephone service** where the users will spend most of their time. It's wise to locate telephones away from busy halls and doorways where noise and distractions are greatest. And be sure to plan a resting place for the telephone...and the user.

**Modern home planning** calls for extra outlets and built-in conduit. The cost of concealed wiring is small; customer-appreciation, great. For free help in planning, call your local Pacific Telephone office and ask for "Architects and Builders Service."

*Put built-in telephone facilities in your plans*

The Pacific Telephone and Telegraph Company

pipes; separates air from water entering home system; low installation cost, no breaking into walls; reduces wear on washers, valves; simple answer to nagging problems.

• (593) Aldrich Company: Folders, technical data Aldrich Boiler-Burners for steam and hot water heating systems and hot water supply; verticle fire-tube unit; full information specifications, dimensions, capacities; merit specified for radiant heating system CSHouse Number 13.

• (169) American Radiator & Standard Sanitary Corporation: Brochure full color American-Standard plumbing fixtures; kitchen, bath, laundry.

(123) W. R. Ames Company: Folder new aluminum shower cabinet; rust-, corrosion-, leakproof; one-piece aluminum receptor; rough-in dimensions, in stallation data.

• (516) Beneke Corporation: Series two-color folder Beneke water closet covers; white, mahogany, oak for any size, shape bowl; simplicity of design; seamless kiln dried hardwood; full specifications available.

(662) Briggs Manufacturing Company: Information new stainless steel preformed moulding for flatrim built-in fixtures for kitchen and bath; provides watertight seal between linoleum, wood, other top materials; one piece, preformed to fit making it unnecessary to cut, shape; interlocking frame, fastening clamps.

(503) Briggs Manufacturing Company: New Briggs 72-page catalog "F" illustrating Beautyware plumbing fixtures, brass supply fittings; one best lines, contemporary design; catalog gives guide specification writing, including roughing in dimensions; dimensional data for each fixture, permitting accurate floor planning.

(578) California Shower Door Company: Folder excellent line alumaloy and bronze chrome showerdoors, tub enclosures; simply designed, mechanically good; doors have full-length piano hinges; manufactured, readily available in Northern California.

• (668) W. A. Case & Son Manufacturing Company: Information regarding Case contemporary bathroom fixtures, including T/N Water Closet, free-standing non-overflow fixture; also lavatories with dry shelf space, built-in soap dish, concealed front overflow; towel bars, wall hung or with legs; merit specified for several CSHouses.

(419) Crane Company: Information "pint-size" bathroom (6′x5′) through use corner lavoratory, small (42″x31″), low tub; tub has spacious corner seat; possible to get bathroom down to 3′6″x6′6″.

• (477) Harvey Machine Company, Inc.: Brochure full information new line bath accessories in good contemporary design; clean, efficient, practical; used in CSHouse Number 18.

• (420) The Kawneer Company: Folder new shower doors, tub enclosures; doors have full length piano hinges riveted on, rubber seal; enclosures sliding or swinging; both made of extrusions of special aluminum alloy; precision engineered.

(394) Kohler of Kohler: Excellent 4-color brochure presenting full line Kohler bath fixtures, fittings, kitchen sinks, boilers; good design; full technical data, including several new pieces; suggested bathroom plans.

(663) Los Angeles Water Softener Company: Brochures, folders Sudsmaster Water Softener; uses black, resinous synthetic zeolite, producing better tasting water; both automatic and semi-automatic models; features Time-o-Matic clock-controlled hydraulic diaphragm which does regenerating; complete information water softening advantages; well worth having.

• (594) Miami Cabinet Division, The Philip Carey Manufacturing Company: Well prepared 40-page two-color brochure presenting Miami-Carey bathroom cabinets, mirrors, accessories; all items clean design, well manufactured; this cobrhure is of more than usual value; products merit specified for all current CSHouses.

(421) The W. D. O'Morrow Company: Information one-piece stainless steel shower receptor; no seams, crevices; five standard sizes, custom sizes available; reasonably priced.

• (566) H. B. Salter Mfg. Company: new catalog detailing, Salter-Glauber all brass plumbing fixture-feather-touch-drip proof.

• (595) Tracy Manufacturing Company: Information new de luxe porcelain sink, cabinet unit; added to Tracy line of all-steel cabinets featuring sink in lifetime stainless steel; 54″ double drainboard sink top in white, acid resisting porcelain enamel with crumb cup strainer, streamlined spray; under-sink cabinet.

• (422) J. A. Zurn Manufacturing Company: Complete catalog, folders Zurn drains, interceptors, traps, wall fixture carriers, swimming pool equipment; emphasis on wall-hung toilets, basins; good source of information.

### RADIOS

• (517) Altec Lansing Corporation: Information new, basically improved line general purpose speakers; improvements include reduction of crossover frequency to 1,000 cycles assuring low frequency cone operates as stiff piston and not "break up" operating range; greatly increases acoustic efficiency; one of best lines speakers available; all sizes.

**STEELBILT, INC.**
123 North Avenue 18
Los Angeles 31, California
Telephone: CApital 1-2797

HORIZONTAL SLIDING
STEEL DOORS AND
WINDOW UNITS

**(701) Altec Lansing Corporation: Specifications new AM-FM Tuner and Amplifier for home use, utilized tuned radio frequency circuit, said to be freest from distortion.**

(384) Magnavox Company: Detailed 16-page brochure Magnavox radio-phonograph, including three well designed contemporary cabinets; gives full specifications.

• (350) Motorola, Inc.: Information, brochures Motorola FM/AM radio-phonograph in cabinets of good contemporary design; shadow-silent record changer, automatic shut-off; push-button tuner; dark or blond; worth investigating.

• (518) Nielsen & Neilson: Information regarding installation of home television and custom radio sets in Southern California area; reasonable costs and completely qualified work; worth investigation, installed television CSHouse Number 18.

• (351) Stromberg-Carlson Company: Brochure Futura Model (1121-M1-0) radio-phonograph combination; AM-FM, push-button control; connection for wire recording; one of best contemporary design cabinets.

(385) Scott Radio Laboratories, Inc.: Good 16-page brochure new Scott radio-phonograph Series 800; gives full details of sets, shows several cabinets, including bleached mahogany contemporary.

• (532) Twentieth Century Design: Information one of best sources custom-built, limited production and built-in radio-phonographs of contemporary design; western manufacturer.

### ROOFING

(21) Red Cedar Shingle Bureau—Blueprints showing recommended methods of applying wood shingles on roofs and sidewalls.

(529) E. K. Wood Lumber Co.: Full information several of best lines of sash, doors; includes Druwhit metal doors, windows, Super-Vent awning type windows, Harvey sliding door hardware; Win-Dor integral hardware for jalousies; Schundler Fesco Board roof insulation, Grand Rapids Invisible sash balance, Woodlife wood preservatives, Truscon residential steel windows, Timm aluminum windows, Rylock tension window screens, and ictator combination screen and storm doors.

### SASH, DOORS AND WINDOWS

• (548) Adams-Rite Manufacturing Company: Information new unit-type lock for sliding door operation, adjustable to various door thicknesses; operates with natural sliding action of bar in cup; well designed; no mortising required; all exposed parts solid brass, four finishes available; good answer to old problem.

(519) Aluminum Building Products Company: Information new type combination screen-storm door in aluminum; extruded hollow aluminum sections; screen, storm inserts immediately interchangeable; come with aluminum frame in all sizes for quick installation; good product.

(549) American Structural Products Company: New brochure Insulux Glass Block showing use in schools, hospitals, plants; shows typical installation daylight schools, hospitals, sewage disposal plants where glass block was chosen for fenestration because of insulation value and light transmission values; worth seeing.

(505) Carroll Products Company: Folder new cordless, tapeless venetion blind that fits into window frame; all light-weight metal, wide range of standard sizes or custom sizes; slats controlled by four invisible knobs; top and bottom halves can be worked independently; well engineered, suggests interesting contemporary design applications; merits investigaton.

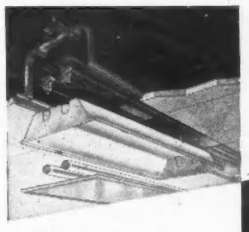
• (506) Casement Hardware Company: Bulletin well engineered Win-Dor integral hardware for jalousies of wood or glass; wood slats 4½" x 5/8", glass slats 4½" x 7/32" to ¼"; can handle openings up to 4' x 10', worm gear operators; slats held in place without screws, nails; weather stripped; offers wide range contemporary design uses, either vertical or horizontal; good product.

(30) Ceco Steel Products Corporation: Data-loaded Pacific Coast catalog covering residence casements, package windows, projected windows and scores of correlated products, commercial and industrial as well as residential.

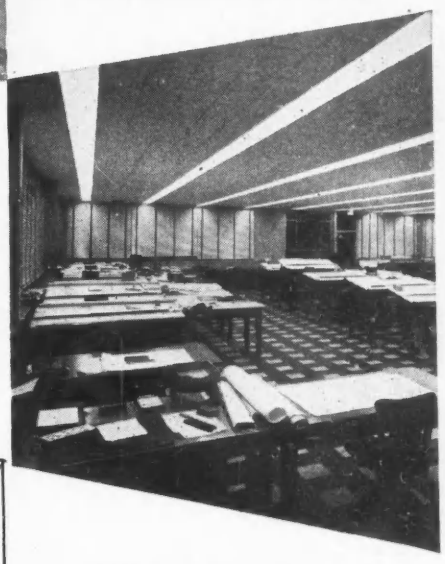
(520) Detroit Steel Products Company: New 8-page catalogue residential steel casement windows; liberally illustrated with architectural drawings; includes plans, perspectives of houses; a good working piece of literature.

(521) Druwhit Metal Products Company: Data, sketch packed brochure Druwhit metal windows, doors, both stock, custom built; nearly all types of metal windows, doors, including casement, sliding, pivot, store front windows; good source technical information.

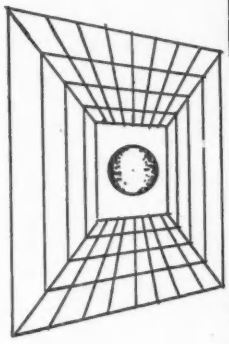
• (416) J. Royden Estey & Sons. Folder Aluminex puttyless glazing skylights, single or double pitch; extruded aluminum roof glazing; makes long spans possible; full technical, installation data; illustrated.

**It Pays to Plan Lighting at the Drawing Board the MILLER Way**



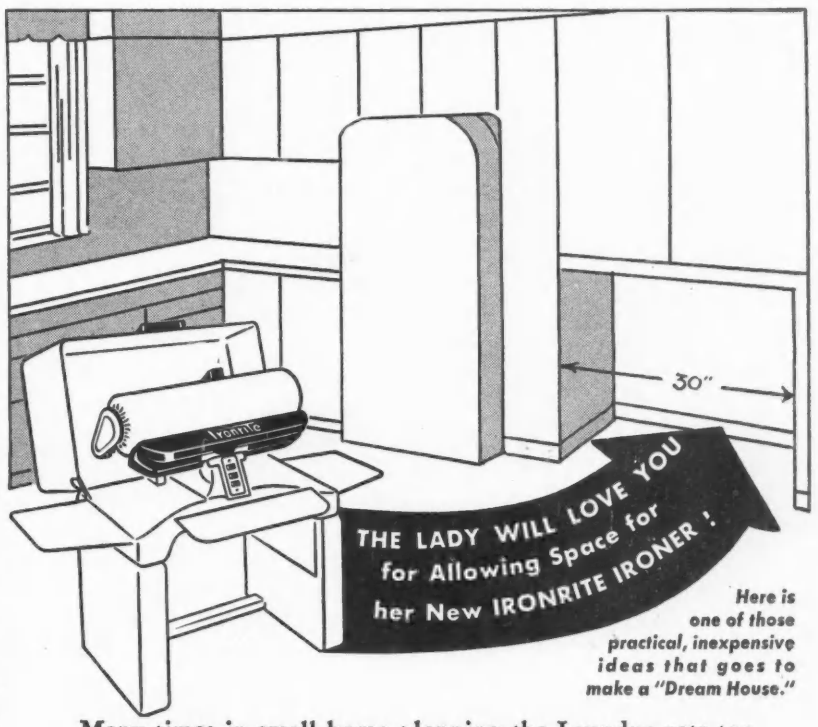
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A merit specified Aldrich Series B, Model 225 WC Boiler-Burner is being used to supply hot water for the radiant heating system in Case Study House No. 13, South Pasadena, Calif. Richard J. Neutra, Architect.

ONE OF THE BREEZE MARK PRODUCTS ALDRICH *A Subsidiary of the Breeze Corporations, Inc.* COMPANY, 125 Williams St., Wyoming, Ill.

(579) Far-Co Manufacturing, Inc.; Literature well designed aluminum windows, doors, including casements; windows have narrow frames, with or without muntins; no painting; good handling big areas of glass; Southern California made.

(354) Fir Door Institute: Catalog new Tru-Fit Douglas Fir Doors; all types, including flush; factory fitted, scuff stripped, precision made; full specification, technical data.

(522A) Gate City Sash & Door Company: Brochure Gate City Awning Windows for homes, offices, apartments, hotels; controlled by worm and gear drive operating two sets of raising mechanisms distributing raising force to both sides sash; standard and special ize; contemporary design.

(664) Glide Windows, Inc.: Attractive brochure new line Glide aluminum windows, doors; one of best, most practical solutions for wide areas of sliding glass; size limited only to size of glass used; full details; this brochure is one of best printed, product equally good.

• (507) Grant Pulley & Hardware Company: Folder new line Grant drapery, curtain hardware; inconspicuous, streamlined, durable; precision-made, won't bind or jam; made by company which manufactured top sliding door hangers for many years; good product, worth investigation.

• (141) Ingersoll Steel Division, Borg-Warner Corporation: Factual booklets KoolShade Sun Screen, "window insulation"; screen in series of miniature slats slanted to repell 90% sun heat; no painting; wind resistant, good visibility, ample light.

(32) Kawneer Company: Brochure on structural details of full vision, free standing, narrow line and standard line entrance doors, frames, trims.

• (424) Kirsch Company: New 32-page booklet "Smart Window Styling" illustrating 85 different window treatments; features Kirsch drapery hardware, venetian blinds.

(391) Pittbsurgh Plate Glass Company: Booklet new metal door-frame assembly for use with Herculite glass doors; shows 12 available styles suitable practically any type business, commercial building; variable dimension tables, typical section views.

(144) Pittsburgh Plate Glass Company: Information folder Twindow, insulated glass; hermetically sealed air space between dual panes; reduces heating cost, permits larger windows.

• (355) Roddis of California: Brochure Roddis-craft solid core flush veneer doors; waterproof construction; one of best lines of flush doors, worth investigation; brochure gives all technical, installation data.

**(687) Rolscreen Company: Specifications and drawings of casement details Pella Modular Sized casement units, specific information for architects.**

**(688) Rudiger-Lang Company: Information aluminum Tension-tite Screens for double hung windows, rust-proof, corrosion-resistant, easily installed and removed, fit tightly, require no upkeep.**

• (550) Steelbilt, Inc.: Folder Steelbilt steel horizontal sliding doors, windows; wide range of stock sizes permit unrestricted contemporary design; narrow mullions, mintons; outside screens; western manufacture, immediately available; one of best items of kind; merit specified CSHouse Number 1.

• (406) Super-Vent Company: Brochure contemporary Super-Vent awning type window that is cleaned from inside; permits draft-free ventilation; screens on inside as well as storm windows if needed; from 2′ 10⅝″ x 2′ dows merit investigation.

• (356) West Coast Screen Company: Brochure Hollywood Junior combination screen, metal sash door; provides ventilating screen door, sash door, permanent outside door all in one.

**SPECIALTIES**

• (551) B B & C Manufacturing Company: Brochure Johnson Safety Vault, steel safes for floor or wall installations in houses, apartments, offices, varying sizes, pick-proof key or combination locks; insulated or non-insulated; merit specified for all CSHouses current.

(665) Basalt Rock Company, Inc.: Information, facts for architects, builders on Basalite light weight concrete masonry building units for residential, commercial industrial construction.

• (508) Colart Cement Tile Company, Inc.: Folder interesting Colart cement tile; available in any color to specification; colorfast, lime-proof, waterproof, acid-resistant, long wearing; any size, shape; inside and outside uses; lends itself well to contemporary design; definitely worth investigation.

• (357) Colonial Shops: Information contemporary fireplace fittings; stock, custom; good workmanship, service; everything for fireplace.

(466) Copper & Brass Research Association: New and extensive bulletin decorative uses of copper and brass; illustrates describes interesting applications; probably best source of information; worth study, file space.

• (564) Crescent Industries, New all purpose heavy duty lighter, ideal to light all types of indoor and outdoor fireplaces.

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• (223) Federal Industries, Inc.: Folder Electronic Serviceman, positive-acting garage door operator; opens, closes garage doors by radio wave by means of miniature transmitter in car; works on either canopy type or overhead tpye of door; merit specified for CSHouses 3, 6.

(219-B) W. P. Fuller & Company: Exceptionally good 16-page color brochure shower and tub enclosures; standard shower doors, sand carved doors; illustrates many kinds obscure glasses; swinging or sliding doors; full details; specifications.

• (597) Hawk House: Folder, information Hawk Barbecue-Brazier; one of oldest cooking devices given modern functional application; 24" and 36" models permitting cooking over open fire indoors or out; amounts to portable fireplace combined with incidental cooking facilities; merit specified for all CSHouses.

• (598) A. H. Heisey & Company: Sixteen-page brochure, several folders Heisey hand-wrought crystal glassware, featuring simple, well designed New Era contemporary pieces; brochure gives highlights history of glass; New Era merit specified for CSHouses 20, 3 and 1.

• (7) Libbey-Owens-Ford Glass Company: Data brochure for architects glass and its uses; carries specifying tables; 24 pages.

• (51) Libbey-Owens-Ford Glass Company: Full color brochure, 12 pages. Vitrolite glass facing; section on modern baths, kithens; commercial applications well illustrated.

• (378) Lumite Division, Chicopee Manufacturing Corporation: Samples, brochures Lumite plastic insect screen cloth; remarkable improvement in screen cloths; no wear, can't bulge, no paint, easy to clean; comes in colors.

(523) Marble Institute of America: Brochures, information uses of marble for homes; includes suggestions for floors, stairs, fireplaces, counter tops, shower stalls, flagging in gardens, and many others; worthwhile information.

• (467) Master Metal Strip Service; Information well engineered, fabricated weatherstripping, sections, thresholds; also remarkable No-Draft sash balance; latter eliminates pulleys, weights; prevents air, dust inleakage; permits greater area of window space, fingertip control of windows; products merit investigation.

(534) Minneapolis-Honeywell Regulator Company: Information new "plug-in" clock thermostat that can be installed by householder in less than five minutes; replaces manual thermostats, can be used all types automatic heating plants; automatically changes temperature at predetermined times; good product well worth investigating.

• (599) The Nurre Companies, Inc.: Twenty-page catalogue Nurre Mirrors, "Living Pictures;" wide range standard sizes and patterns, including good modern items; mirrors are of high quality, flawless and guaranteed for one year; merit specified in all current CSHouses.

• (524) NuTone, Inc.: Attractive brochures probably best line contemporary door and door-clock chimes, exclusively merit specified in all CSHouses; single to eight note chimes ,self-contained or with brass tubes; worth investigating.

(360) Pacific Telephone & Telegraph Company: Information for architects, builders on telephone installations; features built-in telephones; definitely should be in all files.

• (596) Frank L. Pollard Company: Folders, information Polly-Matic automatic aluminum indoor-or-outdoor clothes dryer; aluminum lines revolve overhead for easy access; arms designed like aircraft ribbing for strength stiffness, requires practically no floor, ground space; merit specified for CSHouses 1, 3, 6 and 13.

(580) Prest-Glass Corporation: Literature entirely new translucent sheets Fiberglas with thermosetting resin weighing less than 8 pounds per 24 sq. ft. panel; stronger than aluminum or steel by weight; flexible, won't shrink, warp, buckle; cuts with shears, knife, power tools; can be used inside or out, structural or decorative; comes in colors; remarkable product.

• (396) Rohloff & Company: Folder Kemiko permanent concrete stain; penetrates to full depth of pores; 12 natural colors; guaranteed not to crack, peel; will not fade; ideal for exposed concrete slab floors, eliminates need of coverings; can be used inside, outside; folder gives color chart, application data; applied to concrete floors of any age.

• (522B) Superior Accessory Company: Brochure new Rite-a-Note doorway accessory; note pad, pencil concealed in brass case mounted in doorway; when cover is lifted to write note "hello" tab clicks up to leave indication note is there when cover is closed again; well designed.

• (441) Tropicraft: Folder woven wood screens, ½" slats, 6' high by 7' long; natural finish or colors; also 2" slats and smaller overall dimensions; good for screens, shades, draw drapes, etc.; best contemporary treatment.

(581) United States Gypsum Company: Folder technical information 2" solid Rocklath and plaster partition; studless, non-loadbearing partition; fireproof, lightweight, space saving; installation methods, tables, detail sketches; specifications.

(582) United States Gypsum Company: Brochure USG Trusteel hollow partition studs for non-loadbearing fireproof partitions; permits concealment of pipes,

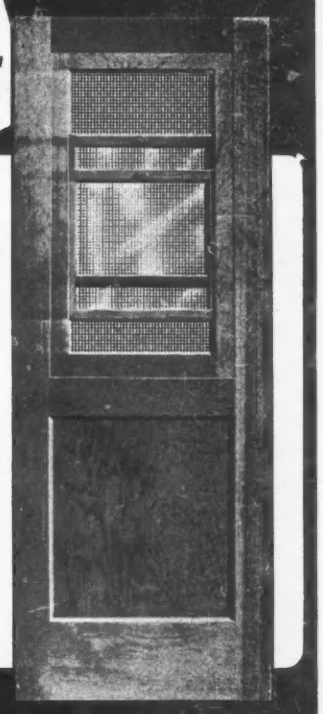

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conduits, ducts, etc.; lightweight, fireproof, strong; adjustable height; full technical data, including tables, sketches and specifications.

(525) Western Pine Supply Company: Attractive new catalogue Ponderosa pine moulding patterns available in Northern California; company one of largest wholesale distributors Ponderosa pine moldings.

### STRUCTURAL BUILDING MATERIALS

**(680) Chase Brass & Copper Company: Catalog solder-joint and flared copper tube fittings and tools; shows how to make solder joints in copper pi-e.**

**(682) Chase Brass & Copper Company: Specifications for Chase Bronze insect wire screening; suggests proper mesh sizes for various uses, explains technical terms.**

**(683) Chase Brass & Copper Company: Pamphlet giving sizes for copper nails and tacks, prices and suggested applications included.**

(552) Marble Institute of America: New handbook providing complete information for specifying interior, exterior marble; describes, illustrates classifications, finishes, uses, recommended setting materials, procedures; probably best source information on subject; lists members of MIA in various localities.

(455) Pacific Coast Aggregates, Inc.: Information, folders variety of building materials distributed Northern California; includes accoustical, concrete, insulating, masonry, plaster materials, paints, precast units, wallboards; good source of supply.

(479) Permanente Cement Company: Booklet on "Cement Types and Uses" based on Permanente High Early Strength Portland Cement; conforms to ASTM specifications C-150 Type III and Federal specifications SS-C-192 Type III; especially good for rush jobs; well worth study; good data source.

•(531) Permanente Metals Company: Detailed information new types aluminum roofing, siding for residential construction, includes full color photographs of applications, full data and illustrative material on installation; remarkable saving in handling, erection, nails, paint, elimination of waste; well worth study, file space.

(160) Pittsburgh Corning Corporation: Brochure (20 pages) PC glass blocks; illustrates typical installations; technical, installation, performance data; lists types accessories available; layout table for glass block panels based on modular coordination.

(456) Stained Shingle & Shake Association: Informative material use and advantages stained shingles and shakes; can be effectively used in contemporary design; provide interesting colors, texture.

(397) Timber Structures, Inc.: Folder "Engineering in Wood" on glued laminated structural members; provide "moulded" load-bearing components to fit architectural lines, greater slenderness, curvature, taper; structural forms virtually limited only by integrity of designer; specification data.

•(298) Wailes-Bageman, Inc.: Booklet (8 pages) Wall-Bloc building blocks designed for 4" modular system; mass-producer of light weight aggregate; weight 40% less than concrete blocks; home or commercial use; full details.

(163) West Coast Stained Shingle Company: Full color folder Olympic prestained sidewalls; roofs; red cedar shingles, vertical grain; color, specification charts; also data shingle stains.

### WALL COVERINGS

(530) Imperial Paper & Color Corpoation: Good 24-page Color Harmonizer booklet explaining in detail how to obtain room color harmony; contains eight color harmonizing charts with full instructions for effective use; one of best sources of information; requires 25 cents in stamps to obtain copy.

•(666) Inez Croom, Inc.: Information on one of best lines of contemporary wallpapers done by silk screen process.

(556) Laverne Originals, Inc., Information new group wallpapers designed by creators of Marbalia and other special effects papers; new patterns coordinate with fabrics by same designers, which won top 1947 award; unlimited color range, hand prints, washable papers.

(557) Laverne Originals, Inc.: Information new Spun Glass, fire-proof textured wall covering in Marbalia and abstract designs; semi-rigid material which can be bent; is now in traveling exhibition of AID 1947 design awards; good product well worth investigation.

•(468) The Pantasote Company: Brochures in color remarkably practical new wallcovering called Lifewall; comes in rolls, applies with special cement; is vinyl resin, will not crack or peel; is abrasion, fade resistant; impervious to all ordinary stains; wide range or plain colors; this products merits appraisal.

•(667) Timbertone Decorative Company, Inc.: Information Timbertone Structural Veneer Papers for decorative uses; heavy kraft paper, stained and finished, applied paper hanging manner; wide variety of wood patterns and colors; easy to handle, clean; flexible, comes in rolls; good product; merit specified CSHouse Program.

merit specified

THE CASE STUDY HOUSE PROGRAM OF THE MAGAZINE
arts & architecture

**CUSTOM**
**FINISH HARDWARE**

CUSTOM HARDWARE, INC.
LOS ANGELES

**AWARDS: MUSEUM OF MODERN ART**

continued from page 21

homes that will be built within the next two decades. Much of the furniture of the 1930s and the 1940s is already becoming dated. It is not designed to fit into the rooms in the new housing developments, and it is much too high in price for the average income.

"Furniture manufacturers spurred by a group of retailers have moved to meet this crisis. For the first time in the history of the furniture industry, educational, industrial and creative forces have pooled their resources and active interest to create a vehicle for tapping the best design and technical brains in the civilized world. A dynamic museum, some of the nation's finest research laboratories and many forward-looking retailers and manufacturers have joined together to take this progressive step so vital to the future history of the entire industry."

Edgar Kaufmann, Jr., Director of the Competition and Consultant on Industrial Design for the Museum of Modern Art, has summed up the general trends in today's furniture design as indicated by the competition entries: "In the category of seating, certain themes predominated. First among these was that of demountable furniture, advantageous for ease, safety and economy in transportation. Next there was emphasis on reducing the number of parts which compose a chair—a frequent device was two pieces of sheet material diagonally crossed, each one cut out to include two of the chair legs. The next most important theme was the use of foam rubber for upholstery, and springs forming a thin meshed surface were often presented in place of coils. There was also frequent use of form fitting shapes usually presented with hard surfaces.

"In the category of storage units, two main themes were evolved to overcome the expense inherent in multiple joints. Most frequently presented were cabinets with molded parts. Molded one-piece drawers were the most frequent theme of all. Another theme much presented was a system of formed frames into which simple sheet material could be slipped. Roll-top tambour fronts and similar devices showed up more frequently than hinged doors or sliding doors. In this field knock-down entries were also numerous. Above all there was a great effort to reduce the number of parts necessary to construct such a piece."

THE JURY:

Alfred Auerbach, design and merchandise consultant, head of Alfred Auerbach Associates.
Catherine Bauer, housing expert, Vice-President of the National Public Housing Conference of Washington, D.C.
Luis de Florez, President of the de Florez Engineering Company, former Deputy Chief of Naval Research.
Rene d'Harnoncourt, Director of Curatorial Departments, Museum of Modern Art.
Hugh Lawson, Divisional Merchandise Manager of Home Furnishings, Carson Pirie Scott & Company, Chicago, since 1938.
Ludwig Mies van der Rohe, Director, Department of Architecture, Illinois Institute of Technology.
Gordon Russell, Director, Council of Industrial Design, Great Britain.

BACKGROUND OF THE COMPETITION:

Manufacturers, retailers, designers and research laboratories all banded together on a nationwide scale to produce furniture of good design that could be sold at prices within the average man's income. Co-sponsored by the Museum of Modern Art and the Museum Design Project, Inc., the Competition, offering prizes and grants totaling $55,000, was announced in January 1948. It closed on October 31 having brought forth nearly 3,000 entries from designers in 31 countries. The jury met and made their decisions over a period of three days and nights during Thanksgiving weekend. Participating manufacturers now have a chance to open negotiations with the designers to put the winning designs into mass production, and they also have the sponsorship of retailers in more than 200 cities. The Museum will exhibit the final selections in New York and in various other parts of the country after the furniture has been produced and is for sale in local stores.



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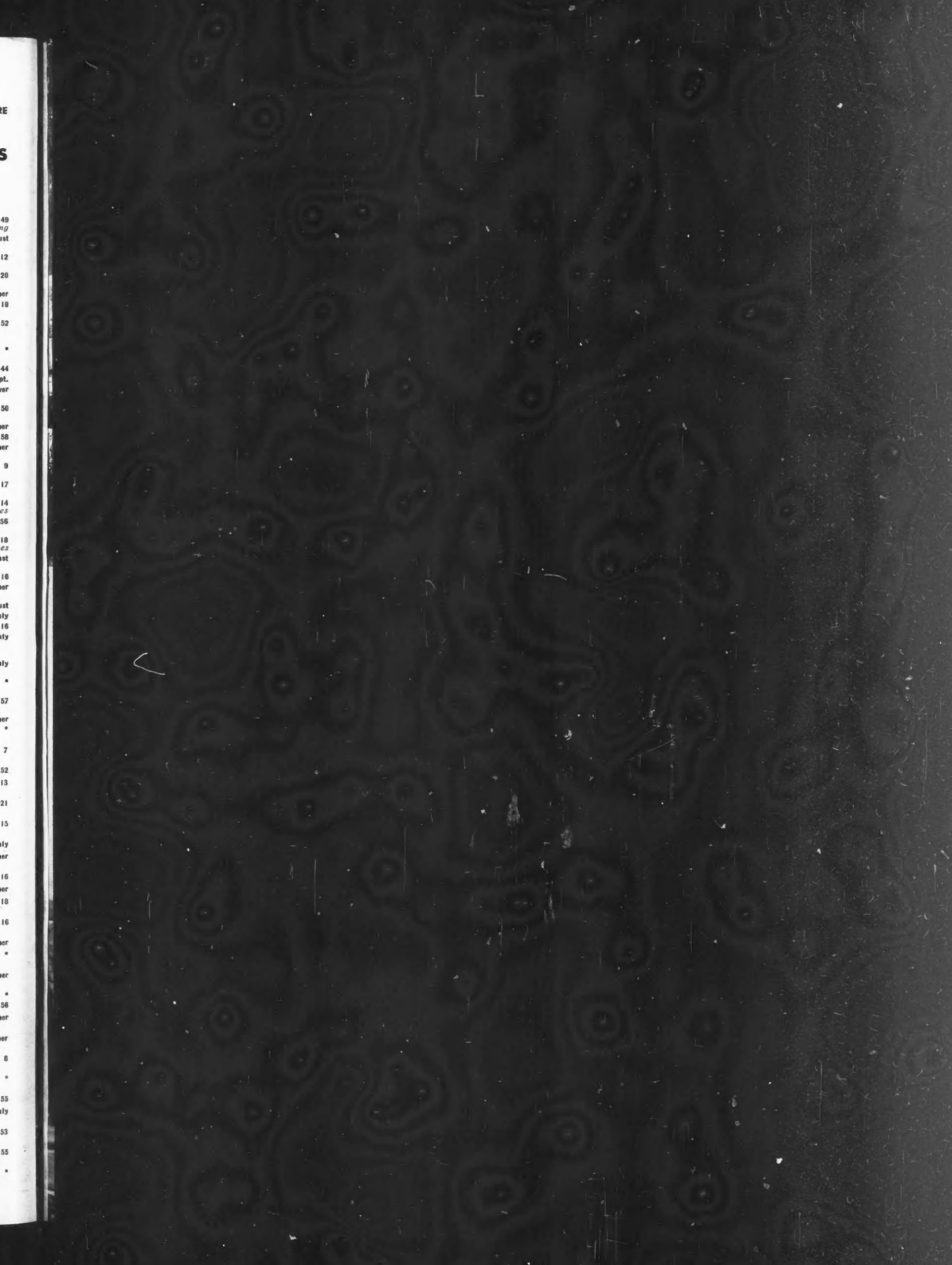
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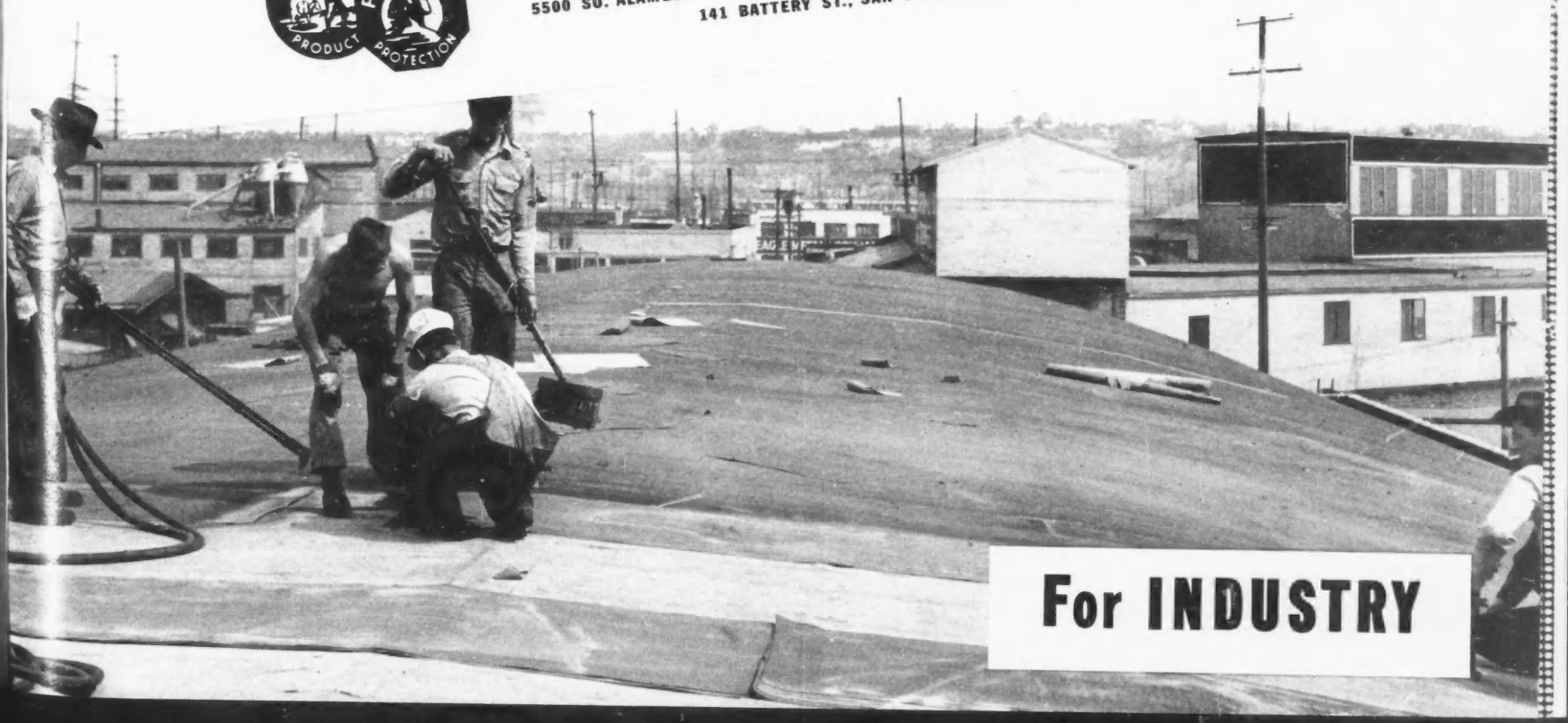
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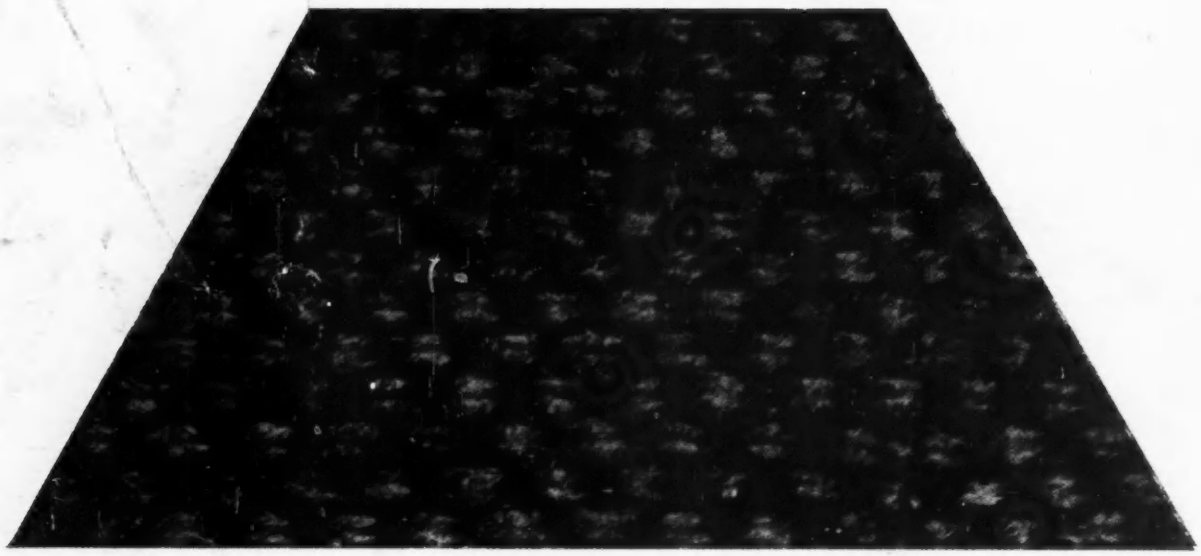
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